MARCH 12, 1956

35c PER COPY

BROADCASTING TELECASTING

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25TH year

KPRC-TV
HOUSTON
CHANNEL 2

Most Potent Advertising Force in the Houston Market . . .

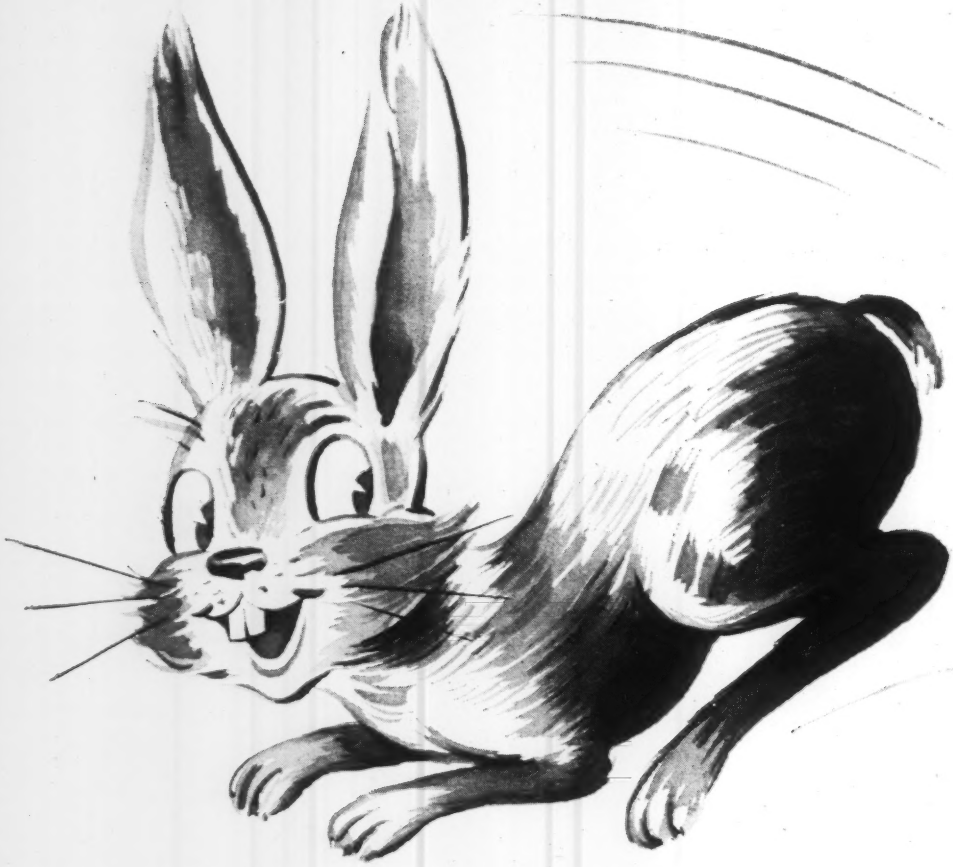
surpassing all other stations and all other media!*

*Most of the 475,000 television homes in the Houston-Gulf Coast market watch KPRC-TV most of the time, according to January ARB and all other surveys for the past seven years.

Jack Harris,
Vice President and General Manager

Nationally Represented by
Edward Petry & Co.

First in TV with over 700 man years of experience



...NOT SEVENTEEN?

YES...WBRE-TV does have a 17 County Coverage

With the SPEED of a Jack Rabbit WBRE-TV's expert NEWS staff of reporters and cameramen scoop every TV station in this 2,000,000 populated area of N. E. Pennsylvania. WBRE-TV is the only station staffed and equipped to render a personal news service to the hundreds of communities that comprise this great industrial and agricultural market. News gathering and reporting is backed with high speed equipment. Teleprompter service is used for maximum quality and efficiency of presentation, and UP Facsimile photo service for up-to-the-minute National news. Call WBRE-TV or your Headley-Reed representative. Get in on WBRE-TV NEWS!

AN NBC BASIC BUY : National Representative : The Headley-Reed Co.

Counties Covered: *LUZERNE* *LACKAWANNA* *LYCOMING* *COLUMBIA* *SCHULYKILL* *NORTHUMBERLAND* *MONROE* *PIKE* *WAYNE* *WYOMING* *SULLIVAN* *SUSQUEHANNA* *BRADFORD* *UNION* *SNYDER* *MONTOUR* *CARBON*

WBRE
TV Channel 28
WILKES-BARRE, PA.

The Jack Rabbit or Antilope Hare is one of the worlds speediest mammals... it can leap 17 feet without effort.

JEEPERS!

LOOK AT THE NEW RATINGS IN IOWA

ARB and PULSE AGREE:

KRNT CBS TV

NOW DOMINATES
In Des Moines

TO MENTION A FEW OF THE CHANNEL 8 LEADS IN ARB NOVEMBER SCOREBOARD:

- 7 of the top 10 once-a-week evening shows
- 9 of the top 10 multi-weekly quarter hours
- 10 to 10:30 P.M. News & Sports
- The 2 local afternoon kid shows
- Late evening movies

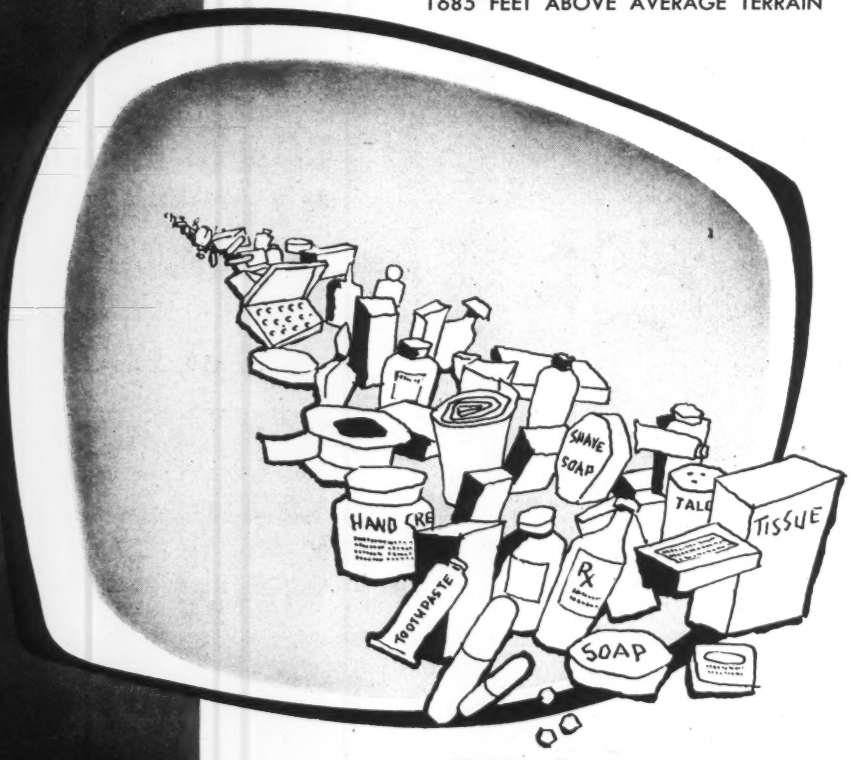
KATZ HAS ALL THE FACTS ON KRNT & KRNT-TV .... Cowles Operations

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

KRLD-TV

TELECASTING FROM TEXAS' TALLEST TOWER.....

1685 FEET ABOVE AVERAGE TERRAIN



REACHES OVER

2,250,000 people

WITH MORE THAN 564,080 TELEVISION SETS WHO SPEND IN EXCESS OF

$86,729,000.00

EACH YEAR ON DRUG PRODUCTS IN THE

TOP O' TEXAS MARKET

No other medium sells the Top O' Texas Market like . . .

KRLD-TV

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

Owners and operators of KRLD, 50,000 Watts
The Times Herald Station . . . The Branham Co., Exclusive Representative.

JOHN W. RUNYON, Chairman of the Board
CLYDE W. REMBERT, President

Figures from official registrations and U. S. Census of Business for 1954.

closed circuit®

SPOTS FOR CASH • Democratic National Committee this week will begin series of experimental tv spots soliciting contributions for upcoming political campaign, using three tv outlets in as many states. Plans are to run 20-second spots on stations in Des Moines and two other cities, five nights weekly in prime time for four weeks to test potentialities of fund-raising via tv. If campaign successful, it will be expanded. Reggie Schuebel, head of her own New York agency, is doing timebuying for Norman, Craig & Kummel, New York, Democratic agency, and is considering dozen cities in clearing remaining two stations. Tv spot fund solicitation idea is said to have arisen after collapse of publisher-broadcaster Phillip Graham's plan to promote small contributions to both parties by use of radio-tv and other media, under bi-partisan aegis of Ad Council.

B•T

REPUBLICAN National Committee, through BBDO, New York, is planning to buy hour-long show near election time to be heard on two or three networks simultaneously. Republicans also understood to be considering several closed-circuit telecasts, via Theatre Network Television, so that President Eisenhower can talk personally to Republican organizations and rallies in number of cities at same time. Republicans used hour-long telecast in 1952 and TNT for Salute to Eisenhower and fund-raising dinners in 50 cities last month.

B•T

TRY, TRY AGAIN • Despite avowed effort of FCC to clean up pending tv hearing cases with greatest possible dispatch, it's learned that within past fortnight Commission has sent back at least two cases, one for reopening of hearing and other in what amounts to proposed reversal of original tentative decision. To be reopened for further testimony is Seattle ch. 7 case, apparently because Commission felt there might be "reversible error" in fact that one of main witnesses, Saul Haas, KIRO, had not been cross-examined on entire testimony. Other case, involving ch. 8 in Peoria, was sent back to Opinions & Review to rewrite opinion after it had been tentatively decided other way weeks ago.

B•T

WITH newspapers in many areas suffering because of tight newsprint supply, radio and television budgets are being bolstered, both locally and nationally. Reports last week from Rochester, where city's two newspapers carried no national advertising Wednesday, Thursday and Friday, and no local on Wednesday and Friday, were that broadcast outlets were getting windfall in new business. Similar situations are foreseen elsewhere if newsprint situation worsens.

HUSH, HUSH • Very much under wraps is plan of Sears, Roebuck & Co. to introduce 21-inch color receiver sometime during April. While leading mail-order catalog firm won't even divulge manufacturer, it's common knowledge in trade that its tv receivers are turned out by Warwick Mfg. Co. under RCA patents and with Silvertone brand name.

B•T

HAL DAVIS, timebuyer, Erwin, Wasey & Co., New York, is moving to Compton Adv., also New York, in similar capacity. Don Foote, timebuyer at Benton & Bowles, New York, succeeds Mr. Davis as timebuyer at Erwin, Wasey & Co. Both shifts take place this month.

B•T

REASONABLE FACSIMILE • Longer it goes on, more British commercial tv comes to resemble American original. With program sponsorship completely banned, commercial announcements were offered at first strictly on run-of-schedule basis, but before commercial telecasting actually began this had been modified to let advertiser pick general time (afternoon or evening) for his commercial, and now he can specify program his spot will be run in or next to. Soon, if London expectations are right, he will be able to pick specific time in program as well. If that's not sponsorship, it's so close as to be indistinguishable by most advertisers, and most viewers.

B•T

STANDARD Brands, New York, through Ted Bates & Co., New York, planning to use split-minute television commercial campaign including two different product mentions during minute of commercial time, starting April 2 for 10 weeks in number of markets. Blue Bonnet margarine and Royal desserts will share minute in some markets and margarine and Kendall dog food will share in others. In most cases margarine is 40 seconds and other products 20 seconds. Almost all stations queried reportedly have accepted split-minute.

B•T

UP AND DOWN • Stock value of Zenith Radio Corp., sponsor of Phonevision pay-tv system, shot up approximately $4.9 million last week after FCC Comr. Robert E. Lee's article advocating pay-television trial appeared in *Look* magazine (also see page 66). This based on approximately 492,000 Zenith shares outstanding and rise in New York Stock Exchange quotations from 126¾ at closing Monday, date *Look* appeared, to 136¾ at closing Friday afternoon. Stock of Skiatron Electronics & Television Corp., sponsor of another pay-tv system, behaved contrarily, dropping from 4⅞ at Monday closing to 4⅛ Friday, representing change of about $825,000 on 1.1 million shares on American Stock Exchange.

THAT subscription tv demonstration over wire lines, promised by Jerrold Electronics Corp., Philadelphia, community tv system equipment maker, is still over horizon —because company has decided to use metropolitan area for test rather than small community. Lack of program sources in smaller cities was given as major reason for change and company is casting about for likely city with one million or more population for this purpose.

B•T

PARAMOUNT PLANS • Strengthening reports Paramount has big plans in tv film production, syndication and possibly network fields, KTLA (TV) Los Angeles, Paramount-owned station, will announce this week appointment to its staff of Harry P. Warner, former Washington lawyer specializing in copyright practice. Importance of copyright counsel to major program operation is obvious.

B•T

HALLMARK Cards is understood to be unhappy with its present time period on NBC-TV, Sundays, 4-5:30 p.m., which is shared with Wide Wide World *and frequently pre-empted by that program. As result, Hallmark feels it has inadequate consistency to build audience watching habit. Advertiser understood to be in discussions with both CBS-TV and ABC-TV but so far has not found solution. Agency: Foote, Cone & Belding, New York.*

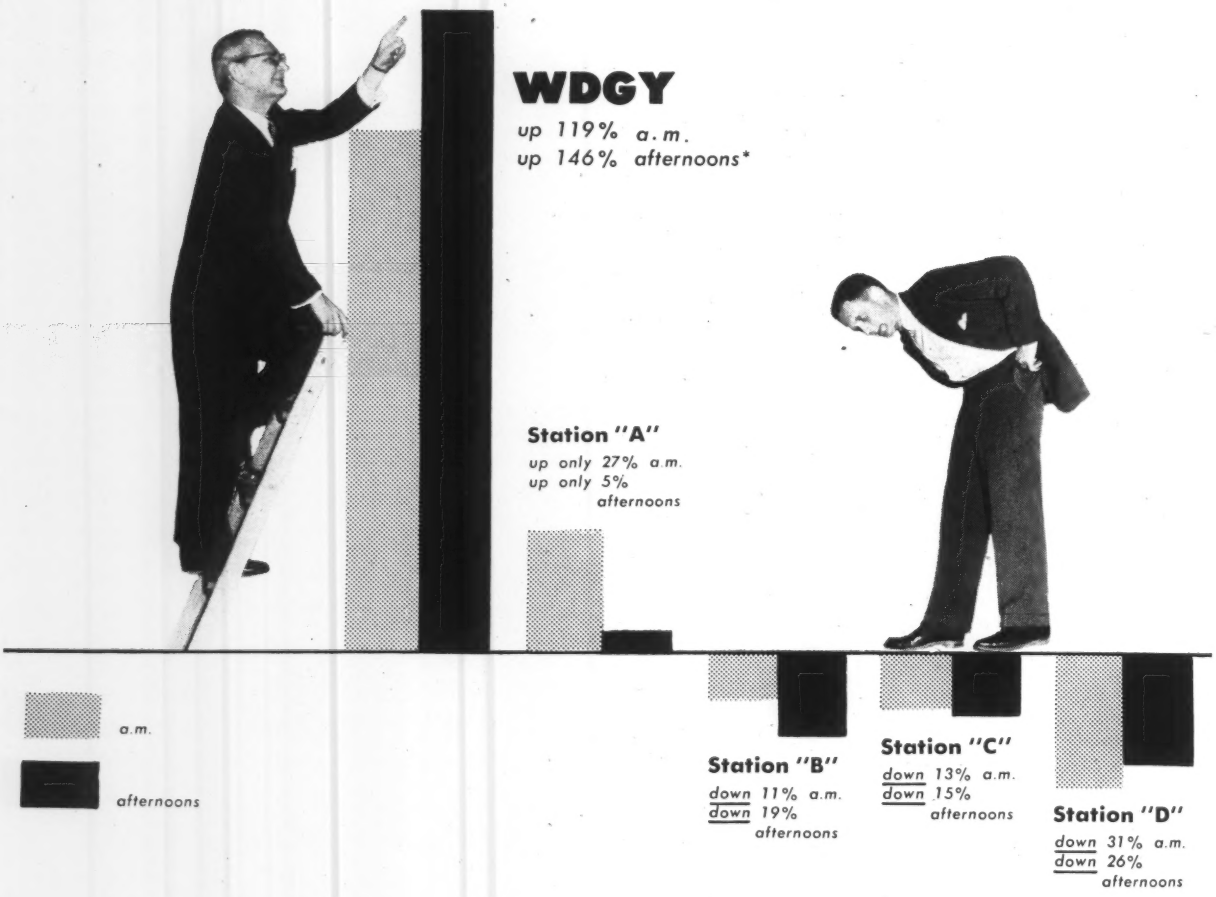
B•T

MINNEAPOLIS DEAL • Currently in negotiation is projected sale of KEYD-AM-TV (ch. 9) Minneapolis by Minneapolis Tower Co., with Morris T. Baker and family 85% owners, to syndicate which includes J. Elroy McCaw and John M. Shaheen. Transaction is on basis of $1.5 million for 100% but with Baker family retaining 25%. Messrs. McCaw and Shaheen and associates own KTVR (TV) Denver (ch. 2). Mr. McCaw is also principal owner of WINS New York, KYA San Francisco and KTVW (TV) (ch. 13) Seattle-Tacoma. Among Shaheen interests are WTAC Flint, KPOA Honolulu and WFBL Syracuse.

B•T

ONE of first communications to land on desk of President Eisenhower's new air traffic planner, Edward P. Curtis, when he was sworn in at White House March 1, was letter from FCC Chairman George C. McConnaughey alerting him to tv tall tower problem and desirability of having high structures (maximum 2,000 ft.) to provide maximum service. Gen. Curtis, who became Special Asst. for Aviation Facilities Planning at White House, is on leave as vice president of Eastman Kodak Co. and is long-time friend of President. He was major general and chief of staff to Gen. Carl A. Spaatz in World War II.

It's happening fast . . . in Minneapolis-St. Paul!



Just 2 weeks of Mid-Continent programming have increased WDGY's daytime audience 133%!

Meanwhile, only *one* of the other principal stations showed *any* increase at all—and the other 3 went down, down, down! In the process, WDGY has already passed *one* of the Twin Cities' 50,000 watt networkers. That's how fast listening habits are changing in Minneapolis-St. Paul, as a result of two weeks of Mid-Continent ideas, music, and news. Add to this momentum WDGY's big, big, 50,000 watt coverage plus an almost perfect-circle daytime signal . . . and you can see why in Minneapolis-St. Paul . . . the exciting buy is WDGY. Talk to Avery-Knodel, or WDGY General Manager Stephen Labunski.

** All data based on Hooper, February 1956, 7 a.m.-6 p.m. Mon.-Sat.*

WDGY

Minneapolis-St. Paul 50,000 watts

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WDGY, Minneapolis-St. Paul
Represented by
Avery-Knodel, Inc.

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

SARNOFF STOCK OPTION PLAN SUBMITTED

RESTRICTED stock option for purchase of 100,000 shares of RCA common stock, granted Board Chairman David Sarnoff at time of signing new 10-year contract to continue his services to RCA to March 1, 1966, will be submitted for stockholder approval at his request, RCA proxy statement showed Friday.

New contract, signed last July 1, extends Brig. Gen. Sarnoff's services for 10 years from his normal retirement date, March 1 this year. Gen. Sarnoff was 65 Feb. 27 [B•T, Feb. 27]. New contract provides for 10-year continuation of services "among other things" and is at present rate of compensation, $200,000 annually. Proxy statement, issued in preparation for stockholders' annual meeting May 1, notes he was granted restricted stock option to buy 100,000 common shares at $49.64 per share. This, statement explains, represented 95% of stock's market price at date of grant and is $4.89 more than its closing price on March 1 this year. Option is exercisable in whole or in part on or before June 30, 1965. Although RCA counsel advised that stockholders' approval is unnecessary, statement noted, Gen. Sarnoff himself requested that it be made subject to their ratification.

Proxy statement showed Gen. Sarnoff was highest salaried RCA officer in 1955, with $200,000 salary (he did not participate in incentive plan and will not under new contract). It placed his retirement income, had he retired at age 65, at $85,400 per year but pointed out that payment is deferred as result of contract's extension. Next highest salaried was President Frank M. Folsom, $165,000 salary plus $32,991 incentive award paid in 1955 and $132,009 to be paid over next four years "if earned out." Next were research and engineering executive vice president Elmer W. Engstrom ($85,000 salary, plus incentive awards) and vice president and technical director Charles B. Jolliffe ($72,500 salary plus incentive awards).

Daly Will Take Time Demand To FCC If Networks Refuse

LAR DALY, Republican candidate for nomination for U. S. President and governor of Illinois in that state's primary April 10, told B•T Friday he will carry equal time appeal (early story page 42) to FCC if networks refuse request or if they fail to respond to his time bid by today (Mon.).

Mr. Daly also reported receipt of letter from Julius Brauner, secretary of CBS Inc., asking more information on his political aspirations.

Offices of Illinois Secretary of State and Chicago Board of Election Commissioners confirmed Friday that Mr. Daly is within legal rights in entering name for both offices in Illinois primary on basis it is preferential, not tantamount to nomination itself and not binding on Republican national convention delegates from Illinois.

Don Butler, chief clerk, Illinois Secretary of State's office, told B•T that, therefore, Mr. Daly is not actually candidate for President and that it would "carry no weight" in national convention.

Mr. Butler said he has so advised networks and that he has received similar queries from newspapers and other groups. He noted 19 states maintain presidential primaries.

KTSA San Antonio Acquired By McLendon for $306,000

GORDON McLENDON, head of McLendon station group, acquired KTSA San Antonio, Friday for $306,000, subject to FCC approval. Station operates on 550 kc with 5 kw fulltime. Blackburn-Hamilton Co., media brokers, handled transaction.

Seller was O. R. Mitchell, Dodge-Plymouth dealer, who acquired station from *San Antonio Express* and *Evening News* year-and-a-half ago when newspapers had to sell station when they bought KENS-AM-TV San Antonio from Storer Broadcasting Co. Sale was made to McLendon Investment Corp., Dallas.

Mutual Makes First Sale Under Circulation Guarantee

IN FIRST new sale under its "guaranteed cost-per-thousand" plan, Mutual has signed Brown & Williamson Tobacco Co. (Viceroy and Kool cigarettes) for one minute participation per night in Mon.-Fri. nighttime "multi-message plan" shows, authorities reported Friday. One other advertiser renewed and expanded its contract on guarantee basis and another has renewed. In addition, J. B. Williams Co. (shaving products), through J. Walter Thompson Co., New York, has added two participations per week in *Standby With Bob & Ray* to bring its total to five per week, but this, it was understood, does not involve circulation guarantee.

Guarantee plan, initiated by Mutual last month [B•T, Feb. 20], offers to warrant advertisers that they will reach specified number of homes during course of contract—which usually must be reasonably long term in order to qualify—or Mutual will supply make-good time free. Number of homes guaranteed varies according to program involved, desirability of time period, and size of network lineup.

HAPPY BIRTHDAY

HALF-HOUR musical program in belated recognition of Mamie Eisenhower's 59th birthday will be presented by CBS-TV March 22 (1-1:30 p.m. EST) and will be offered to all other tv networks. It will consist of pickup from luncheon party being given for Mrs. Eisenhower by Wives of Federal Independent Agencies of U. S. Government at Washington's Willard Hotel, and presentation of First Lady's musical favorites from CBS-TV studios in New York. Mrs. George C. McConnaughey, wife of FCC chairman, is government wives' group's co-chairman in charge of entertainment.

• BUSINESS BRIEFLY

RETIRING QUIETLY • In contrast with hullabaloo created at time Hazel Bishop Inc., N. Y., bowed out of NBC-TV's Sunday night spectaculars, company is preparing to surrender co-sponsorship of NBC-TV's *This Is Your Life* (Wed., 10-10:30 p.m. EST) after April 4 telecast on friendly note with network. Hazel Bishop reportedly expressed disagreement with NBC-TV on using "repeat" kinescopes of *This Is Your Life* during summer. Procter & Gamble, Cincinnati, co-sponsor of show, understood to have negotiated with network to assume full sponsorship starting April 11 and extending through September 1957. Agency for P & G is Benton & Bowles, N. Y.

CROSS-COUNTRY • Studebaker Div. of Studebaker-Packard, through Benton & Bowles, N. Y., placing radio-television spot announcement campaign starting in April for 13 weeks, all over country. Campaign will run every day.

QUICK BUYS TV • Lambert Hudnut Div. (Quick home permanent) buying 40-week television spot announcement campaign in 15 markets starting this week. Kenyon & Eckhardt, N. Y., is agency.

TOBACCO PLACING • American Tobacco Co., N. Y. (Half and Half pipe tobacco), placing radio spot announcement campaign in 12 major cities for 13 weeks, starting April 1. Sullivan, Stauffer, Colwell & Bayles, N. Y., is agency.

BEER BUYS • Miller Brewing Co. (Miller High Life), Milwaukee, buys participations on NBC-TV's *Tonight* for 52 weeks starting June 28 in $700,000 deal closed by network's Central Div. Plans call for schedule of 120 spots to be staggered on two-or-three-per-week basis. Agency, Mathisson & Assoc., Milwaukee. Sum presumably represents part of monies diverted from Miller coverage of Milwaukee Braves baseball broadcasts, which it bought on co-sponsorship basis for 1956.

FTC Hits Co-op Ad Deals Between Drug Chain, Suppliers

CRACKDOWN on abuses of cooperative advertising arrangements received added impetus, and involved tv, Friday when Federal Trade Commission issued complaints against United Cigar-Whelan Stores drug chain (1,350 stores) and four suppliers. Cited with United Cigar-Whelan were Bymart-Tintair Inc (hair preparations); Serutan Co. (Serutan and R.D.X., dieting aid); Johnson & Johnson (baby products, first aid preparations), and Anahist Co. (Anahist, Hist-O-Plus).

Suppliers are charged with violating Clayton Act (Sec. 2 [d]) by giving drug chain special allowances in return for advertising on former's tv shows without making proportionate allowances available to competing customers. Drug chain is charged with "inducing or receiving" special allowances when it "knew or should have known" competitors weren't offered same. Alleged offenses occurred in 1954.

Tv programs the drug firm sponsored: *Whelan's Playhouse, Whelan's Film Playhouse* and *Whelan's Cavalcade of Stars.*

Open Minds Behind Closed Doors

These men came to the Meredith management meeting with open minds.

They came from Kansas City, Omaha, Syracuse and Phoenix to exchange ideas and solutions to common problems (and a few uncommon problems, too!) . . . to improve the local Meredith radio and television station they represent.

These people know what they're doing. They've been in radio, television, showbusiness, and allied fields for more years than they sometimes care to remember. When they leave one of these regular two- and three-day meetings, they carry back valuable ideas gleaned from their associates in the Meredith radio and television group.

Got a sales problem you need help with? Take it to the Meredith station. You'll soon discover why every Meredith station is recognized for alert programming, selling effectiveness, well-planned merchandising, experienced talent and management.

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO	TV	RADIO	TV	RADIO	TV	RADIO	TV
810 kc.	Channel 5	620 kc.	Channel 8	910 kc.	Channel 5	590 kc.	Channel 6
CBS	CBS	ABC	CBS	ABC		CBS	CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. — BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

WSPA-TV Gets Paris Mt. Site After Two-Year Controversy

TWO-YEAR-LONG fight to locate its transmitter on Paris Mt. was finally won Friday by ch. 7 WSPA-TV Spartanburg, S. C., when FCC issued final decision on protest case.

Officially, FCC confirmed 1954 grant allowing WSPA-TV to move transmitter from Hogback Mt. to Paris Mt. Move had been attacked by ch. 23 WGVL (TV) Greenville, S. C., and by ch. 40 WAIM-TV Anderson, S. C. Hogback Mt. is 26 miles from Spartanburg, 23 miles from Greenville and 50.2 miles from Anderson. Paris Mt. is 27 miles from Spartanburg, 5.6 miles from Greenville and 32.2 miles from Anderson.

Walter J. Brown, WSPA-TV president, said Friday he plans to have ch. 7 outlet on air sometime in April. Spartanburg studios are complete and closed-circuit telecasting has been underway since last September, he said.

Protestants—who had gone to court to secure ruling that FCC must give them hearing and stay disputed grant—claimed misrepresentation, that site was forced on WSPA-TV by CBS, that move changed allocations plan without rule-making proceeding, and that Paris Mt. site would wreak economic ruin on their operations.

FCC found (1) protestants failed to prove misrepresentation (in first move, WSPA-TV had asked for Commission approval to operate temporarily from Paris Mt.; after court ordered stay, WSPA-TV sought and received formal Commission authority to make move); (2) that move does not conflict with basic rules (at least 77 dbu signal over principal city, and conformance with mileage separations); (3) that increased coverage in Greenville and Anderson areas "negligible" and decrease in Spartanburg "not appreciable"; (4) that CBS did not "dictate" move, but that WSPA-TV voluntarily took steps in order to secure CBS affiliation (CBS had questioned affiliation possibilities from Hogback Mt. because WSPA-TV would overlap with CBS-affiliated WBTV [TV] Charlotte, N. C.), and (5) that claimed economic losses by Greenville and Anderson outlets were "speculative" and anyway Commission could not guarantee profitable operations.

Comrs. Rosel H. Hyde and Edward M. Webster issued concurring opinions; Comr. Robert T. Bartley dissented. Mr. Webster said he had "some doubts" whether WSPA-TV had "mental reservations" when it requested authority to operate temporarily from Paris Mt. Mr. Bartley said he questioned whether affirmative showing had been made that move was in public interest.

WERC Sale in Negotiation

NEGOTIATIONS for purchase of WERC Erie, Pa., by Joseph L. Brechner and Basil Polyzois, both Washington, D. C., reported Friday. Price given as about $130,000. Erie outlet is 5 kw on 1260 kc; ABC affiliation. Mr. Brechner is 30% owner of WGAY Silver Spring, Md. (Washington suburb), 26% of WLOF Orlando, Fla., and will hold 60% of WERC. Mr. Polyzois, accountant, is minority stockholder in WLOF and will hold 40% of WERC. Sellers are Jacob B. Young and B. Walker Sennett.

Clears Answer Daytimers, Cite 'Ruinous' Interference

"RUINOUS" interference not only to clear channel stations but also to regionals was answer of Clear Channel Broadcasting Service to petition of Daytime Broadcasters Assn. to revise rules to permit daytimers to remain on air from 5 a.m. or sunrise, whichever is earlier, to 7 p.m. or sunset, whichever is later [B•T, Dec. 12, 1955].

Present daytime rules limit daytime stations to local sunrise and sunset.

CCBS opposition cites fact there are 1,125 daytime stations operating and authorized. Of these, 5.1% operate on U. S. Class 1-A channels; 5.4% on U. S. Class 1-B clear channels; 32.6% on Mexican or Canadian clear channels, and 56.9% on regional channels, CCBS said. This means, CCBS said, that regional stations would be more seriously affected by daytimers' proposals than clears. CCBS also questioned need for additional service from daytimers (unlimited locals and regionals plus clears furnish local services); said that proposal would cause serious objectionable interference to all classes of stations; and even if merit in Daytimers' position, no action should be taken pending conclusion of Clear Channel case and Daytime Skywave cases.

Clear channel document contained engineering study of effect of Daytimers' proposal on 1210 kc (WCAU Philadelphia). This indicates, CCBS said, that entire skywave service of WCAU would be eliminated. This encompasses, CCBS said, more than 30 million people receiving secondary WCAU service and almost 4.5 million people receiving interference-free primary service.

KUAM Seeks Guam Ch. 8

KUAM Agana, Guam, late Friday filed application with FCC asking for ch. 8 Agana, following by one day FCC assignment of chs. 8 and 10 to that city (see story, page 72).

Emerson Reports Profit Drop

EMERSON Radio & Phonograph Corp., Jersey City, announced Saturday that consolidated net profit of company and subsidiaries for 13-week period ended Jan. 28 amounted to $163,825, after provision for federal income taxes, as against net profit, after taxes, of $499,392 in corresponding period of 1955.

UPCOMING

March 14-16: Senate Interstate & Foreign Commerce Committee resumes hearings in investigation of tv networks and uhf-vhf problems, U. S. Capitol.

March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.

March 16: Ohio Assn. of Radio & Tv Broadcasters, Hotel Statler, Cleveland.

March 16: West Virginia Broadcasters Assn., McLure Hotel, Wheeling.

For other Upcomings see page 101.

PEOPLE

W. BARRY McCARTHY, account supervisor, BBDO, N. Y., and **EDGAR L. WEIBRECHT,** account supervisor, BBDO, Cleveland, elected vice presidents.

BEN LAITIN, account executive on Tussy cosmetics and Amitone, Grey Adv., N. Y., appointed vice president. Mr. Laitin formerly was vice president of Cecil & Presbrey, now defunct.

THEODORE BARASH, formerly with Al Paul Lefton, Philadelphia, to Young & Rubicam, N. Y., as account executive.

RONALD A. POST named assistant media director of Ross Roy Inc.

JOHN V. L. HOGAN, co-founder of Institute of Radio Engineers and founder and former owner of WQXR New York, will receive IRE's highest technical award, Medal of Honor, at annual banquet March 21 (story page 64).

Miami, Houston Stays Denied; Court Keeps Evansville Appeal

APPELLATE COURT in Washington Friday turned down request for stay against FCC grant of Miami ch. 7 to Biscayne Television Corp. (Knight-Cox-Trammell interests) and also denied motion to dismiss appeal against FCC grant of Evansville ch. 7 to Evansville Tv Inc.

Late Thursday, same court denied stay request against FCC action granting ch. 11 KGUL-TV Galveston to move transmitter nearer Houston.

Miami stay had been asked by ch. 23 WGBS-TV Miami and ch. 17 WITV (TV) Fort Lauderdale. Case argued before Circuit Judges Henry W. Edgerton, Charles Fahy and Walter M. Bastian. Uhf outlets represented by Vernon K. Wilkinson, Biscayne by Duke M. Patrick and FCC by Richard A. Solomon. Court also dismissed Biscayne and FCC motions to dismiss appeals.

Move to dismiss Evansville appeal was made by Evansville Tv Inc. Appeals had been brought by ch. 62 WFIE (TV) Evansville and ch. 50 WEHT (TV) Henderson, Ky. Court panel was same as in Miami case. Arguing for Evansville Tv was Vincent Pepper; uhf stations, J. Roger Wollenberg, and FCC, Henry Geller.

Stay in KGUL-TV move had been asked by ch. 13 KTRK (TV) Houston. Argument heard by Circuit Judges E. Barrett Prettyman, Charles A. Danaher and Walter M. Bastian. Arthur Scharfeld represented KGUL-TV; W. Ervin James and Benedict P. Cottone, KTRK, and J. Henley Smith, FCC.

Investigators Order Local 47 To Ignore Rebel Meeting

AFM International Executive Board committee investigating revolt at Hollywood Local 47 against James Caesar Petrillo Friday ordered halt to special membership meeting called tonight (Mon.) to impeach local's pro-Petrillo President John te Groen (story page 54). AFM panel ordered Mr. te Groen not to answer charges and not to attend meeting and ordered Local 47 members not to attend any meeting for such purpose until investigation is completed and AFM ruling is made and enforced.

Anti-Petrillo leader Cecil Read challenged authority of investigators to interfere in Local 47 affairs, citing inalienable American right to assemble and discuss problems. He said tonight's meeting was lawfully called and said "intimidation" by investigators should not be tolerated. Local 47 Secretary Maury Paul said AFM group is empowered under national by-laws to act.

the week in brief

AGENCY LEADERS IN SPOT

B•T's exclusive report on the 25 advertising agencies with top billings in spot television and radio during 1955 31

ADVERTISER-AGENCY RELATIONS

How they are affected by AAAA consent decree will be a major topic of ANA convention, starting Wednesday at Hot Springs, Va. 33

TIMEBUYING TECHNIQUES DEBATED

MacDonald of Y&R advocates all-media executive who buys both time and space; Pardoll of FC&B defends specialist who concentrates on radio-tv only in debate at final RTES Timebuying & Selling Seminar 34

BUILD PROGRAMS, DON'T BUY TIME

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*Reg. U. S. Patent Office

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Put Your Money on a Winner!

And KENS-TV is a winner in more ways than one

Audience . . . both Pulse and ARB show KENS-TV as the number one station

Coverage . . . 100,000 watts, channel 5, serving 58 counties

Promotion . . . station department backed by the combined forces of the San Antonio Express-News

Program leadership . . . the perfect combination of the top CBS network shows . . . and popular, dynamic locally produced shows

KENS-TV is by far the winner in San Antonio, so check with Peters, Griffin, Woodward Inc. for complete information

CBS IN SAN ANTONIO

KENS-TV

EXPRESS-NEWS STATION

5

CAPITAL TYPES #23

THE GOSSIP

Social activity centers around the cloak room; adept at starting rumors when authentic material runs thin. Female acquaintances consider her awful, keep her booked solid for luncheon weeks in advance. Avid reader of historical novels. Keeps two diaries, three cats, and nine rubber plants. Once played the cello but gave it up as unladylike. Fancies people talk about her.

But there's nothing fanciful about the success of WTOP Radio. Small wonder. WTOP gives its advertisers (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Operated by The Washington Post Broadcast Division • Represented by CBS Radio Spot Sales

IN REVIEW

POLITICS AND PRIMARIES

WITH *Dateline: New Hampshire,* broadcast from 9:05 to 10 p.m. last Tuesday, NBC Radio launched a special spring series of programs that will cover the pre-primary activities in eight states: Minnesota, Illinois, Pennsylvania, Florida, Ohio, Oregon and California, as well as New Hampshire.

To present the political status report on New Hampshire, NBC newsmen Herb Kaplow and Art Wakelee spent a week touring the state with a mobile unit, recording interviews with citizens, ranging from the lowliest voter to Gov. Lane Dwinell, picking up town meetings, political debates and corner store conversations. The listener learned: that New Hampshire is traditionally Republican and not likely to break with tradition this year; that with Ike's announced candidacy, the conservative and liberal Republican factions in the state have joined forces to back what they consider a sure winner; that the Democratic primary fight is the more interesting, more intense and more suspenseful, with Sen. Kefauver's personal campaigning balanced by the skill of Gov. Stevenson's backers in securing better known, more influential New Hampshire personalities as candidates for delegates.

The appeal of this special NBC Radio series will doubtless vary in direct proportion to the listener's interest in the political primary fights in the various states. To one who can take politics or let it alone, 55 minutes was a little too much. And while merely presenting the various viewpoints and letting the listener reach his own decision is probably admirable, this listener would have appreciated a summary by a commentator with political savvy.

Broadcast sustaining on NBC Radio, March 6, 9:05-10 p.m. EST.

Supervisor: Joseph O. Myers, manager of NBC news; overall producer: Reuven Frank; producer: Arthur Wakelee; director: Jack Sughrue; script writers: Elliot Frankel and William Hiel; production assistant: Pat Trese; narrator: Herb Kaplow.

CAESAR & CLEOPATRA

FORTUNATE indeed was the fact that ABC-TV shrewdly scheduled J. Arthur Rank's 1946 film of "Caesar and Cleopatra" on its *Famous Film Festival* a week ago Sunday. Otherwise it would have been difficult to follow all the excitement on NBC-TV's live and tinted version of the same play some 24 hours later.

Overwhelmed as we were by the galaxy of stars that paraded across the 21-inch screen, by some of the lushest scenery on tv since the Metropolitan Opera telecast its "Aida" several years ago and by the brilliant costuming, we couldn't help but feel that something was missing. Say, a plot. Certainly, the chaff that remained following Joseph Schrank's surprisingly brutal editing and Sir Cedric Hardwicke's hesitant and inaudible reading of Caesar, bore little resemblance to what Shaw had in mind when he wrote the play. Spectacular television, yes; *good* television, no.

In contrast to the performances of Sir Cedric and Claire Bloom, the rest of the cast—Cyril Ritchard, Judith Anderson, Jack Hawkins, *et al.*—boasted some good acting and, we suspect, universal discomfort.

Production costs: Approximately $200,000.

Sponsored by Ford Motor Co. and RCA Victor, both through Kenyon & Eckhardt, N. Y., on NBC-TV's Producer's Showcase,

HARDWICKE, RITCHARD, BLOOM

March 5, 8-9:30 p.m. EST.

Cast: Sir Cedric Hardwicke, Claire Bloom, Judith Anderson, Jack Hawkins, Cyril Ritchard, Anthony Quayle, Farley Granger, Thomas Gomez.

"Caesar and Cleopatra" by George Bernard Shaw; adaptation: Joseph Schrank; staging: Anthony Quayle; supervisors: Donald Davis and Dorothy Mathews.

Director: Kirk Browning; assoc. director: Dean Whitmore; assoc. supervisor: Andrew McCullough; unit manager: Perry Cross; technical director: Jack Coffey; settings: Otis Riggs; costumes: Guy Kent; music: George Bassman.

THE GORDON MacRAE SHOW

GORDON MacRAE sang, laughed and lounged through the first quarter-hour of his new NBC-TV series in the fashionable California "casual" manner. That is, he wore no tie and delivered his songs from a replica of his den at home, with side trips to the backyard to join Phil Harris for a few swings at a golf ball and a few choruses of a song.

Of Mr. MacRae's musical ability there's no question. His songs are pleasing enough. His manner is, too, and incredibly relaxed. (Crosby and Como may be "out-casualed" yet.) Producer and star have a format that looks like it will wear well.

Production costs: $10,000.

Sponsored from Hollywood on NBC-TV Mondays, 7:30-7:45 p.m. EST, by Lever Bros. Co., for Lifebuoy, Pepsodent, and Lux Liquid through BBDO.

Producer-director: Irv Lambrecht; musicians: Cheer Leaders quartet and orchestra under Van Alexander.

UNCLE JOHNNY COONS

NBC-TV's latest offering to the youngsters lacks originality, but through the performance of its host retains enough backbone to rank as a hot Saturday morning competitor.

Uncle Johnny opens his show with the standard "Now I see some of you boys and girls sitting too close to the tv set" . . . or . . . "some of you didn't brush your teeth this morn-

Pick Your CATEGORY

HAL MARCH
"The $64,000 Question"
Tuesday, 8:00 pm
on KLZ-TV

Q. *What is Denver's highest rated network TV show?*

A. "The $64,000 Question"
Rating 63.7
on KLZ-TV.

Q. *What is Denver's highest rated TV weather program?*

A. "Jim Bennett Weather"
10:10 pm
Rating 23.2
on KLZ-TV.

Q. *What is the top syndicated film show in Denver?*

A. "Death Valley Days"
Rating 30.9
on KLZ-TV.

(12 of the top 15 syndicated film shows in Denver are on KLZ-TV).

Q. *What is the highest rated TV sports show in Denver?*

A. "Starr Yelland Sports"
10:20 pm
Rating 18.3
on KLZ-TV.

ARB, JANUARY 1956, PROVES

KLZ-TV is FIRST AGAIN in DENVER

MORNINGS—AFTERNOONS—NIGHTS
ALL WEEK LONG!

Any Further Questions?
CALL YOUR KATZ MAN OR KLZ-TV SALES TODAY

Represented nationally by The Katz Agency

KLZ TV Channel 7

CBS-TV IN DENVER

It pays to have

WFAA-TV *has* the reach — over 100 miles in all directions! From atop Texas' tallest structure, Channel 8's 316,000-watt selling signal booms over 42 counties comprising the Dallas-Ft. Worth Television market!

WFAA-TV'S reach PAYS off for advertisers! They have seen the favorable results reflected on their own ledgers. Their message blankets an area where 2,272,600 Texans spent $2,582,192,000 in one year! Don't settle for just a part of this vast market. Let WFAA-TV put that long reach to work for you!

CHANNEL 8

WFAA-TV

REACH!

Your NBC-ABC Station

A Television Service of The Dallas Morning News
Ralph Nimmons, Station Manager
Edward Petry & Co., National Representatives

DALLAS

Hot News from Cleveland!

1st AWARD by AFTRA

BILL GORDON . . . . Best Radio Performer for 1955! Naturally, he's on WHK!

1st AWARD by AFTRA

KEN COLEMAN . . . . Best Radio Sportscaster for 1955! Naturally, he's on WHK!

1st AWARD by ADVERTISERS

Naturally, they're on WHK for the best results . . . year in . . . year out!

WHK

more proof that WHK is your 1st buy in Cleveland!

Represented by Headley-Reed Company

ing." Then he does a few short skits, aided by zany characters like Joe Giant, who's so tall (40 feet) that he only gets his feet into the picture; Flash Camera, and Blackie, the invisible dog.

The program falls short when Uncle Johnny, sticking to the usual children's show formula, uncans the old-time movies. Some of these little "gems" have been shown so many times the kids probably have the scripts memorized. Uncle Johnny will make out better if he relies more on his own antics than on somebody else's.

Production costs: $3,500.

Sponsored by Swift & Co., through McCann-Erickson, alternate weeks on NBC-TV, Sat. 11:30-12 noon EST.

Producer: Bill Newton; director: Phil Bodwell; writer: Ray Chan.

BOOKS

ELECTRONS, WAVES AND MESSAGES, by John R. Pierce. Hanover House, Garden City, N. Y. 318 pp. $5.

DR. PIERCE concludes this lucid exposition of the art of electronic communications with speculation on the future of communications *per se*. The ultimate, if his pondering is to be taken at literal face value, is the decline of the written and spoken word in favor of symbols which are more easily transferred to punch cards or recording tapes so that the messages can be used to control machines (producing, sorting, processing). The age of the computer and automation will be at hand and—still taking Dr. Pierce literally—men will live with men as brothers and there will be no more war or disharmony (the symbol must be exact; no nuances of the spoken or written word will be there to open the way for disagreements over meanings).

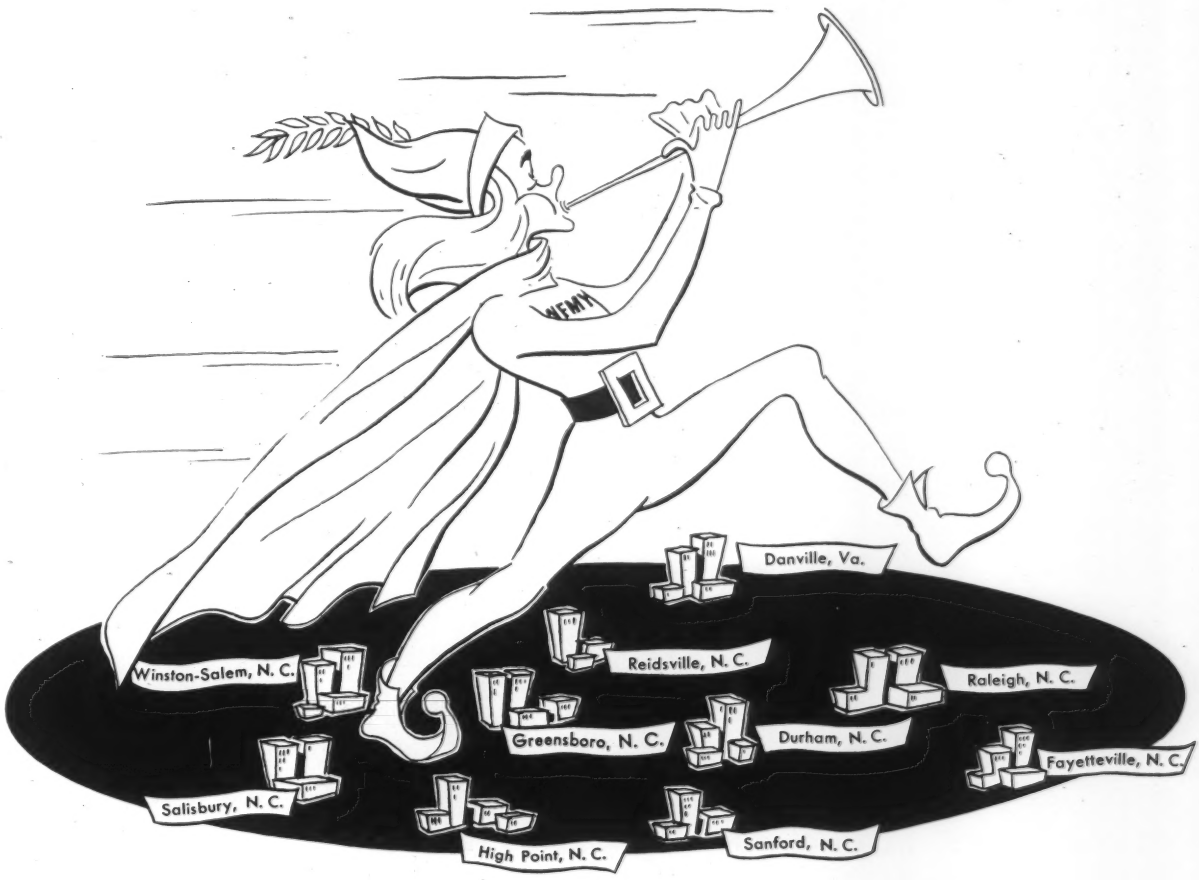
Basically, Dr. Pierce has done an excellent job in discussing his field (he's Bell Labs' electrical communications research director and writes science fiction in his spare time). Eschewing the formidable language of electronic science as much as possible, he tries hard (and successfully) to bring his discussion down to simple and familiar things. He foresees major advances in the use of transistors, ferrite cores, scatter propagation, telephonic tv, personal telephones and—as indicated in the above paragraph—great strides in machines talking to machines.

THE RADIO AMATEUR'S HANDBOOK, by the Headquarters Staff of the American Radio Relay League, West Hartford 7, Conn. 760 pp. $3.

THE 1956 (33d) edition of this standard manual on amateur radio communication recognizes the changes in technical practice that have occurred in recent years and shows much new equipment in all categories. One new chapter deals with semiconductors. The chapter on receiver construction emphasizes the simpler designs; the transmitter section features units created with the novice in mind, as well as advanced equipment for the experienced amateur. The more than 1,350 illustrations include 95 charts and tables and 571 tube-base diagrams.

SEEN & HEARD

From a tv commercial for Kellogg's cereals, CBS-TV's *Lassie*—". . . any cereal that talks must be good enough to eat. . . ."



Meet the Pied Piper of the Piedmont

Here's the Pied Piper of the Piedmont . . . the newest, most magnetic member of the WFMY-TV sales family.

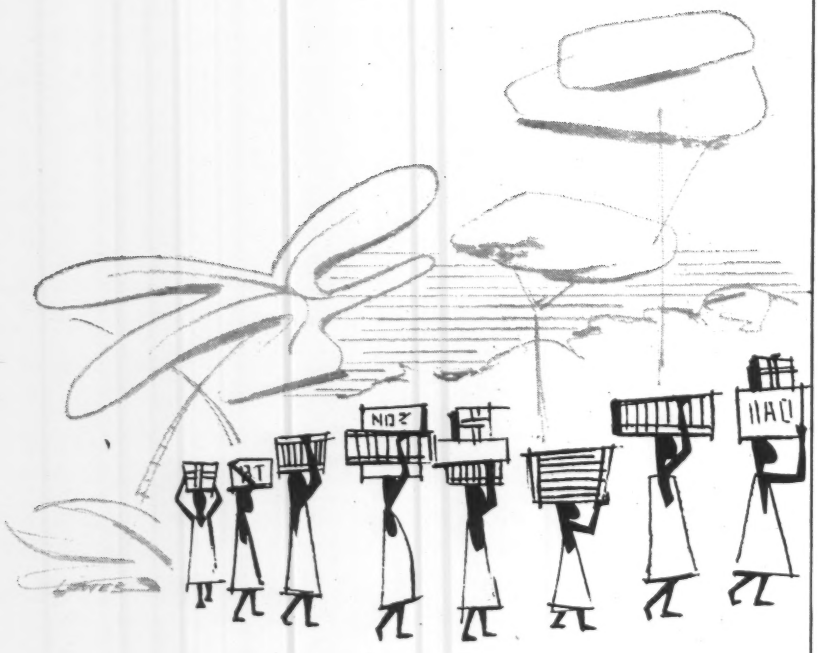
This cherubic little character is tripping the light fantastic throughout station-breaks, program promotion, and point of purchase merchandising material. He even goes so far as to pop-up in audience participation shows in the form of a marionette.

The "T-Viewers" of the 46-county Prosperous Piedmont love this little character in print or on the screen. He is being taken into the hearts and homes of WFMY-TV's 2 million viewers in the Prosperous Piedmont section of North Carolina and Virginia.

Combined with full power of 100,000 watts, plus basic CBS programming, the Pied Piper of the Piedmont is another reason why you should contact your H-R-P man today and get in on the exclusive sales features offered by WFMY-TV in this $2.3 billion market.

wfmy-tv
Channel 2
GREENSBORO, N. C.
Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

CBS
Now In Our Seventh Year



OPEN MIKE

No Repression, Says B of A

EDITOR:

In your report of Oliver Treyz' address to the Television & Radio Advertising Club of Philadelphia [B•T, Feb. 13], there are some misstatements of fact which we believe require prompt and clear correction.

The Continuing Study of Newspaper Reading was not "repressed" by the Bureau of Advertising, ANPA, in any sense whatever. Insofar as the making of new studies was concerned, its operation was suspended in 1952—not because of any dissatisfaction whatever with its findings but because each new study served merely to confirm the validity and value of the findings accumulated through the 12 years of CSNR's operation . . .

Beyond that, and perhaps more significant, the Bureau has cooperated with individual newspapers in the conduct and analysis of 20 readership studies since 1952—produced with techniques identical to those used in the Continuing Study, although they do not bear the aegis of the Advertising Research Foundation. The findings of these studies, too, are in constant use.

There is no question of anyone's having "resurrected" the Continuing Study. If its findings have ever been dead, they have certainly constituted—and still do—the liveliest corpse in history.

Harold S. Barnes, Dir.
Bureau of Advertising, American Newspaper Publishers Assn., New York

Good News Travels Fast

EDITOR:

Please accept our thanks for the story on our news department here at WARL Arlington, Va. [B•T, Feb. 6].

We've had letters and long distance phone calls from Florida to California, and back again, as a result of the article, asking for further information on how *The News That's Live at 55* operates.

We'll be glad to answer all inquiries, for the information of any other broadcasters who might be interested.

Bob Sandin, News Ed.
WARL Arlington, Va.

More, Better, Faster

EDITOR:

I notice from your magazine that you always print stories about radio stations that try to help promote themselves, since so many people seem to think that radio is dead. If radio dies it will be because the radio industry killed itself. Tv will never kill it, nor newspapers. . . .

Most of our promotions are done the cheapest and best way . . . on the radio. Why should we pay a newspaper or poster company to tell people what *we* can tell to more people better, faster?

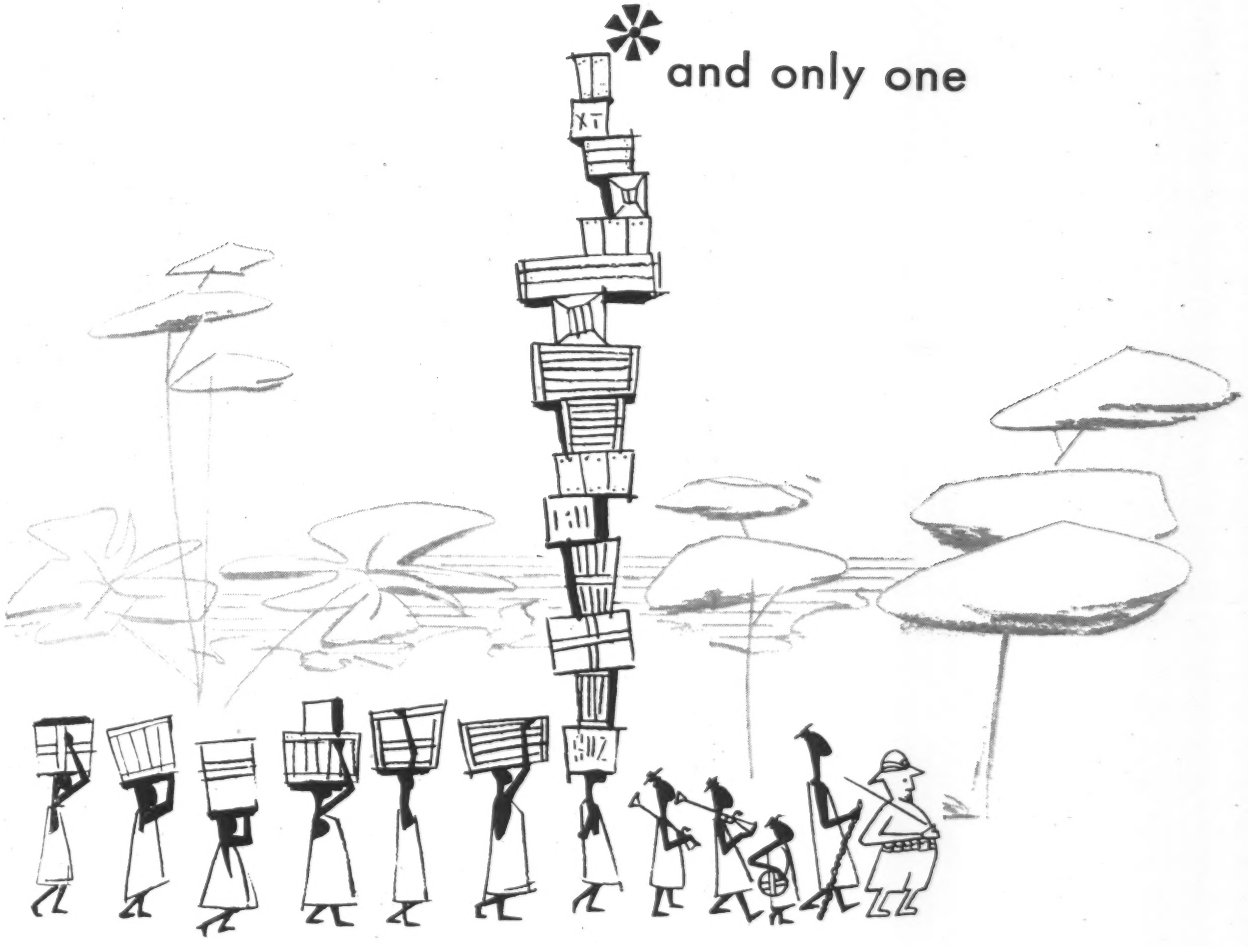
Archie Rushing Jr., Prog. Dir.
WRJW Picayune, Miss.

Ratings Revalued

EDITOR:

It is not a secret any more among the trade, even among the clients, what a rating means as far as viewing audience is concerned. At one time, not so very long ago, a rating was added, multiplied and slide-ruled within the confines of the agency's media office. Times have changed, and now many clients even receive rating guides from the networks to aid them in breaking down a share of audience from a figure point figure.

Does this simplification of reading and trans-

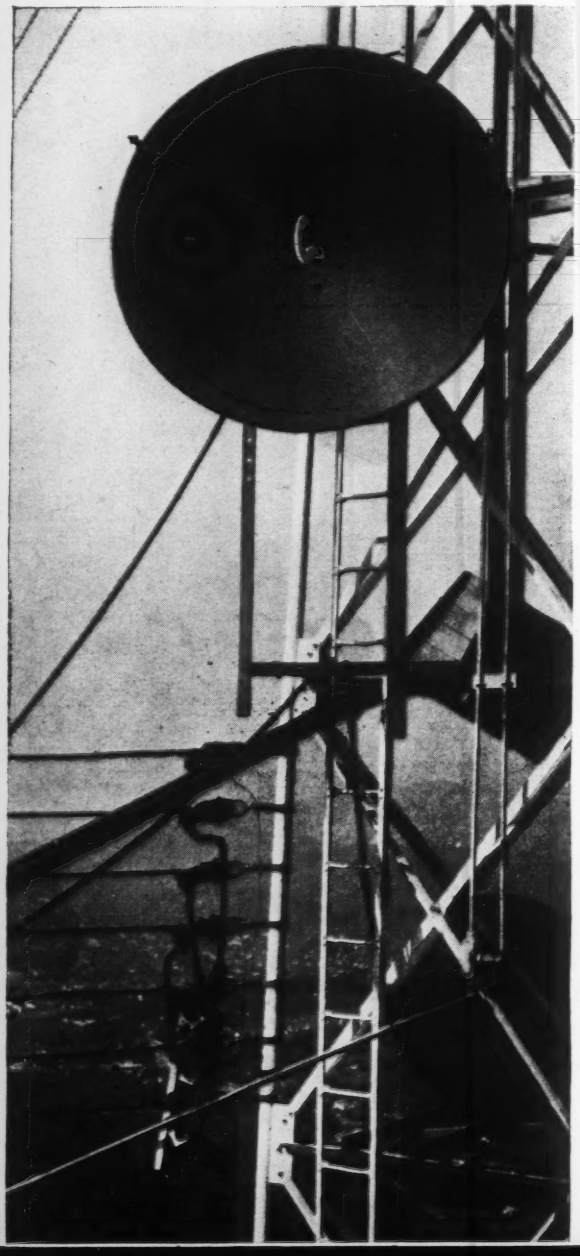


In the Baltimore market
one station
delivers the most listeners
at the lowest cost per thousand

WFBR BALTIMORE'S BEST BUY
REPRESENTED BY JOHN BLAIR AND COMPANY

how WHIS-TV got

RCA 3-HOP MICROWAVE SYSTEM BRINGS NETWORK OVER



If you want network programs but no common carrier facilities exist, what do you do? Faced with this problem, Jim and Hugh Shott of Station WHIS-TV, Bluefield, W. Va., decided to install their own microwave relay system to bring NBC programs from Roanoke, Va.—a distance of some 70 air line miles. For this use they chose the new RCA TVM-1A Microwave. Administrative Technical Director for WHIS-TV, Pat Flanagan, laid out the 3-hop system, designed relay towers and buildings and installed the RCA equipment.

PRETESTING THE SYSTEM—Prior to the installation, RCA Service Company bench-tested the radio relay equipment and each piece was marked. Then the system was set up as a complete 3-hop system in the studio and tested. This test took two days. After that it was transported to relay sites to Roanoke, and to the terminal site for installation in rack and towers. Unitized chassis and simplicity of construction facilitated installation.

INSTALLATION OF EQUIPMENT—Final setups at terminal and relay points were made in four days by Flanagan and his staff, using two crews of three men each. On the fourth day, in Bluefield, the signal was received at the terminal and final adjustment of antennas was made. Final tune-up and final alignment of the system was performed by an RCA Service Company engineer. In the first month of operation only one hour was lost even though personnel were unfamiliar with the new equipment.

UNATTENDED OPERATION—This RCA Microwave System is designed for automatic operation, with no personnel

Parabolic reflectors on WHIS-TV transmitter tower. The one in front receives network programs from relay point; the other picks up signals from the downtown studios.

RCA PIONEERED AND DEVELOPED COMPATIBLE COLOR TV

network...fast!

WHIS-TV Administration and Technical Director, "Pat" Flanagan.

70 MILES OF MOUNTAINOUS TERRAIN

at relay sites. When the NBC network signal is received at Roanoke, it is fed to the transmitter which is turned on by a local technician. The beamed signal then starts the next transmitter, and so on all down the line. Should anything go wrong, the system will shut itself down. This is accomplished by means of a solenoid-operated radiation switch. When the fault is cleared, the system automatically starts up by means of the network signal.

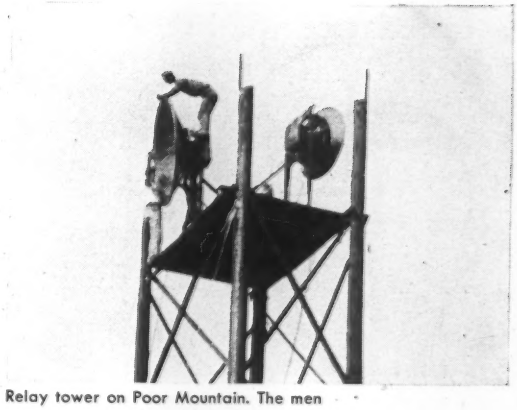
POINT OF ORIGIN—The microwave connects into existing AT&T circuits in Roanoke. Arrangements were made with Station WDBJ in Roanoke to lease space for the equipment. Special advantages of RCA TVM-1A Microwave include:

HIGH POWER—An increase of 10 in transmitter power and 3 db in receiver noise figure over previous models. 20 times the fading margin of the popular RCA TTR-TRR series, for greater propagational reliability.

SOUND DIPLEXING—High Quality audio channel for simultaneous transmission of sound along with picture information. This channel exceeds FCC requirements for a studio-to-transmitter link.

TRANSMITTER PICTURE MONITORING—Assures high quality "air" signal for monitoring at transmitter. Simplifies trouble shooting procedures. Also extremely useful in operation of unattended repeater stations.

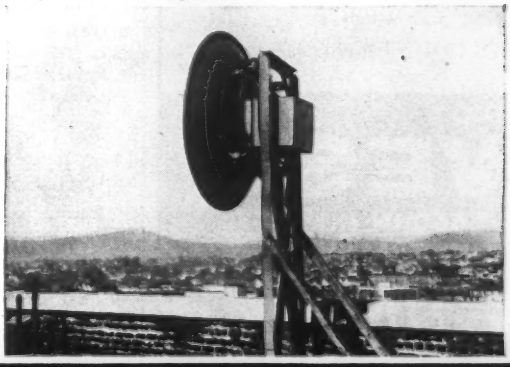
For descriptive literature on this newest of Microwave Systems or for help in planning your microwave setup, see your RCA Broadcast Sales Representative.



Relay tower on Poor Mountain. The men on tower are making final adjustments.

Microwave Control Rack.

Microwave reflector with transmitter on back, at Roanoke, Virginia.



RCA®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT, CAMDEN, N. J.

This Personality
SELLS
To The People Who
BUY
In The
Textile Center
of the World

The Earl of Country Music

No. 1 Country Music artist of Greenville's No. 1 station for coverage and programming.

Earl masters 'Wake Up, Carolina' part 2 from 8:00 to 8:40 AM and 'Country Music Time' from 10:00 to 11:00 AM daily. Ratings? They're tops! He's a favorite in WESC's 27 PRIMARY COUNTY coverage.

RADIO
WESC
"660 IN DIXIE"
FIRST IN GREENVILLE, S.C.

REPRESENTED
BY RAMBEAU
SOUTHERN - CLARKE BROWN

5000 WATTS
THE CLEAR CHANNEL
VOICE OF GREENVILLE

lating figures on ratings lessen the effectiveness of an advertising agency? Does reading a physics book produce the atom bomb? Does reading the McCall's Pattern Book create a Ceil Chapman? Of course not!

If anything, they serve as a true yardstick of appreciation for work well done in the past and offer a decided help for the future as far as their particular phase of work is concerned. At best, offering the client a rating on various shows was, and is, a mechanical service.

With retail selling practices becoming more specialized every day, an advertising agency must constantly stay several jumps ahead . . . carefully examining, then planning a campaign at the shopper's level designed to really move his client's merchandise. This, to my way of thinking, is not done with a rating card, but rather with hard-hitting, on-the-spot merchandise promotion and plenty of market research.

Robert W. Jensen, Radio-Tv Dir.
Bearden-Thompson-Frankel Agency
Atlanta, Ga.

Boxing Match

EDITOR:

I note in B•T, Feb. 27, you featured in a box on page 7 the feud between D.J.'s in Mississippi and Chicago.

Since a certain Senator is trying to start the Civil War all over again by asking other southern states to line up behind him (or in front of him) against Supreme Court decision on segregation and feeling on the subject is bad enough, it seems to me the CAA could use their office better than to promote this needless activity on a very touchy subject.

How about a box on that.

Dick Barrett, DJ
WTVB Coldwater, Mich.

[EDITOR'S NOTE: Mr. Barrett's objection is to use of airplanes by D.J. Al Benson of WGES Chicago to shower copies of the Constitution on Jackson, Miss., and by D.J. Allan English of WSUH Oxford, Miss., to reply by dropping paper Confederate flags on Chicago. The latter attack was foiled by bad weather.]

The California Story

EDITOR:

I have just come back from a two weeks vacation in Guatemala and Yucatan and just before I left I tore out the pages from B•T [Jan. 30], containing "The California Story" and took them along with me . . . I read them with a great deal of pleasure and want to congratulate you upon a wonderful story which gave a tremendous amount of information concerning the state of California.

Neville Miller
Miller & Schroeder, Washington, D. C.

EDITOR:

I want to congratulate you on the wonderfully interesting and comprehensive "California Story," which I have read with interest and passed on to some of my associates for their general guidance.

My one regret is that the banking quote came from a good friend of mine who unfortunately represents a competitive organization.

Richard M. Oddie, Asst. Vice Pres.
Bank of America, San Francisco

EDITOR:

. . . It is a fine story of our growing economy and we appreciate the manner in which you have presented the timber resources place in that economy.

We are especially happy that you included the statement, "These forests are being preserved by private industry through scientific tree farming backed by the California Redwood Assn. and the Western Pine Assn." It is important that the public know what strides have been made by private industry toward ensuring "tree crops for the future."

Bernarr Bates
California Redwood Assn.
San Francisco

EDITOR:

. . . In this presentation, you have done an exceedingly fine job and I am sure that you have provided a wealth of information which will be exceedingly helpful to your readers.

As you have recorded, San Francisco, the Bay Area and all of California are making phenomenal progress and there is every indication that it will continue indefinitely. . . .

G. L. Fox, Gen. Mgr.
Chamber of Commerce
San Francisco

Acknowledgment

EDITOR:

In your Jan. 30 issue you told of the closed circuit television operations of Michigan State.

There was, however, one fact you didn't mention. We would like to call attention to the fact that, with the exception of Robert Pincumbe, the engineering supervisor, the entire crew for this operation is provided gratis by Alpha Epsilon Rho, the national radio and television honorary fraternity. The crew is composed of approximately 15 members of Delta chapter of Alpha Epsilon Rho.

Donald A. DeCook, Chapter President
Michigan State U., East Lansing

Yearbook Comments

EDITOR:

Another year has rolled around and with it has come the YEARBOOK issue of B•T.

Having run out of superlatives, I am going to fall back on the good old Navy commendation "Well Done."

George W. Bailey, Exec. Sec.
The Institute of Radio Engineers
New York City

EDITOR:

Please enter our order for 30 copies of the 1956 BROADCASTING YEARBOOK-MARKETBOOK at $3 each. To be picked up by our messenger.

David Y. Bradshaw, Office Mgr.
Radio-Tv Dept.
Young & Rubicam, New York.

EDITOR:

I am notifying you of the fact that I have received all of the back issues that I missed. I would like to thank you and your staff for the prompt action you gave the matter.

I also would like to compliment your company on the very fine edition of the 1956 BROADCASTING YEARBOOK-MARKETBOOK. They seem to get better each year.

May I again state that your publication is a must for everyone connected with the radio industry. Your concise coverage brings this writer a wealth of information and knowledge.

E. A. Beasley
WBEE Harvey, Ill.

The Fourth Estate Looks to Five

Seattle daily newspapers "covered" KING Radio and Television recently to get two of their biggest stories on the recent football controversy at the University of Washington.

The furor which followed an unprecedented player "revolt" at the school commanded national sports headlines. But everyone—including the reporting press—relied exclusively on KING when two of the principals involved elected to take their case to the people via Seattle's leading radio and television station.

Such exclusive news coverage is one more reason for KING's consistent superiority in this booming Pacific Northwest market.

FIRST IN SEATTLE / TACOMA

ABC Television, Channel 5, 100,000 watts
ABC Radio, 1090 kc., 50,000 watts

KING

CASE HISTORY—FURNITURE

Furniture Chain Sells Southern California With Saturation Radio

McMahan's Furniture Company, pioneer Southern California chain, plunged into saturation radio with both feet in 1955 . . . and saw sales soar steadily as a reward.

Writes ad manager John Embry:

"Let me express a word of appreciation to KBIG for one of the biggest years in McMahan's history. The addition of saturation radio spots is about the only major thing we did in '55 differently from '54 . . . and you will notice by our current schedule that we will be on KBIG even more in 1956. We find the KBIG audience responsive and of a stable income bracket for the purchase of home furnishings."

For 1956 McMahan's agency, Hunter, Willhite and DeSantis of Long Beach, has scheduled 1800 KBIG spots—a third more than 1955. Personal appearances in a variety of McMahan stores again will be made by KBIG disc jockey and special events director Stu Wilson. The combination, says Embry, "really pays off in additional volume of business."

Huge, sprawling, rich Southern California can be reached best by radio . . . KBIG plus other stations if, like McMahon's, you want 100% dominance; KBIG alone, if you want greatest coverage at lowest cost. Ask any KBIG or Weed account executive.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

our respects

to WILLIAM WILLARD WARREN

THE MILESTONES in W. W. Warren's life have come in clusters—and most of the important ones have to do with his career in radio and television.

For instance, on Feb. 1 of this year, KOMO-TV Seattle aired the first local live color television in the Pacific Northwest. Less than three weeks later the station announced a nationwide scoop in the swift processing of color film for tv. The technical research and experimentation were undertaken because W. W. Warren, general manager of the station, said, "Let's find a way to do it."

For an earlier instance, when Bill Warren—fresh out of the U. of Washington—joined radio stations KOMO-KJR Seattle in July 1933, he stood low on the totem pole, despite his impressive title of "research director." Nine months later, when he was only 22, he became program manager for both stations. He held this position with KOMO until 1952, when he became general manager of the radio station.

It is not surprising that Mr. Warren's impact on radio-tv should have been so frequent and so impressive, since broadcasting has claimed his attention for all of his working years.

He was born Aug. 22, 1911, in Fisher, La., a town named for his grandfather, O. W. Fisher. The president of Fisher's Blend Station Inc., who bears the same name, is Bill Warren's uncle, as well as his predecessor in the general manager's job at KOMO.

Mr. Warren moved to Seattle in 1914, when his father transferred his lumber-business activities to the Evergreen State. The son was educated in Seattle, and except for part-time jobs in college days and a wartime stint in the U. S. Navy, has made his home and his career there ever since.

'Firsts' and 'Mosts'

During his years in programming for KOMO (and, until the separation of ownership, for KJR too), Mr. Warren was associated with a long string of "firsts," "mosts," and commercially successful broadcasting innovations.

In 1936, for example, KOMO-KJR sold all its newscasts to the Bon Marche. With some 35 quarter-hours of news, a half-hour Sunday show and a quarter-hour Monday-to-Friday women's program, this was the largest radio time sale to a department store anywhere in the United States. It is believed this record still stands.

It was Mr. Warren who developed the first radio news department in the Pacific Northwest, and as early as 1934 the station had a full-time news staff of three men. Among the programs which originated live from the KOMO studios during his years as program director were the *Greater Washington Hour, Northwest Theatre, Across Horizons, Voices of the Northwest, Youth Views the News* and *Scandia Barn Dance*. Though some of these shows have been off the air almost a decade, the names are still remembered in Puget Sound broadcasting and advertising circles.

27 Years Later

When the station entered telecasting, the facilities were constructed in four months, and KOMO-TV went on the air on its target date—Dec. 11, 1953—as the first maximum power station in the Northwest, with 14 hours a day programming. Twenty-seven years earlier—on Dec. 31, 1926—KOMO Radio had gone on the air with 14 hours a day programming.

A year ago, the tv operation of Fisher's Blend Station Inc. was transferred to a new corporation, Fisher's Television Co., which is owned two-thirds by the parent company. Mr. Warren is a director and executive vice-president of both firms and general manager of both stations.

He also is a director of Fisher Flouring Mills, Warren Investment Co., Gallatin Valley Milling Co. and White-Dulaney Co.; a member of the Seattle Chamber of Commerce, the Rotary Club, and the Washington Athletic Club; a director of the Better Business Bureau; member of Radio Pioneers and member of the NBC-TV Affiliates Committee.

"At KOMO and KOMO-TV," Mr. Warren says, "we are constantly seeking ways to improve our service to the public, because we feel strongly our responsibility to the community in which we live. We also take a tremendous pride in fulfilling our objective of always doing an effective job for the advertiser."

His hobbies, he notes with a wry smile, have changed in recent years. His earlier love—sailboats and sailboat racing—have been "given up for television." The Warren family does own a stretch of beach near Port Lamble, however, and Mr. Warren occasionaliy gets away for some salt-water fishing.

Mr. Warren is married to the former Mary Elizabeth Douglas. They have four children, three boys and a girl. The oldest, who is 17, is the third generation representative to bear the name William Willard Warren.

turning high adventure into high ratings

(and that means high sales) For years CRUNCH and DES have had a faithful following among the 11,750,000 weekly readers of the Saturday Evening Post. On TV these Philip Wylie characters are more popular than ever. Already, this new program is hard at work in over one hundred markets, building success after success for sponsor after sponsor. If you'd like to know what CRUNCH and DES can do for your product, call or wire NBC Television Films at 663 Fifth Avenue in New York, Merchandise Mart in Chicago, Sunset and Vine Streets in Hollywood. In Canada: RCA Victor, Ltd., Toronto.

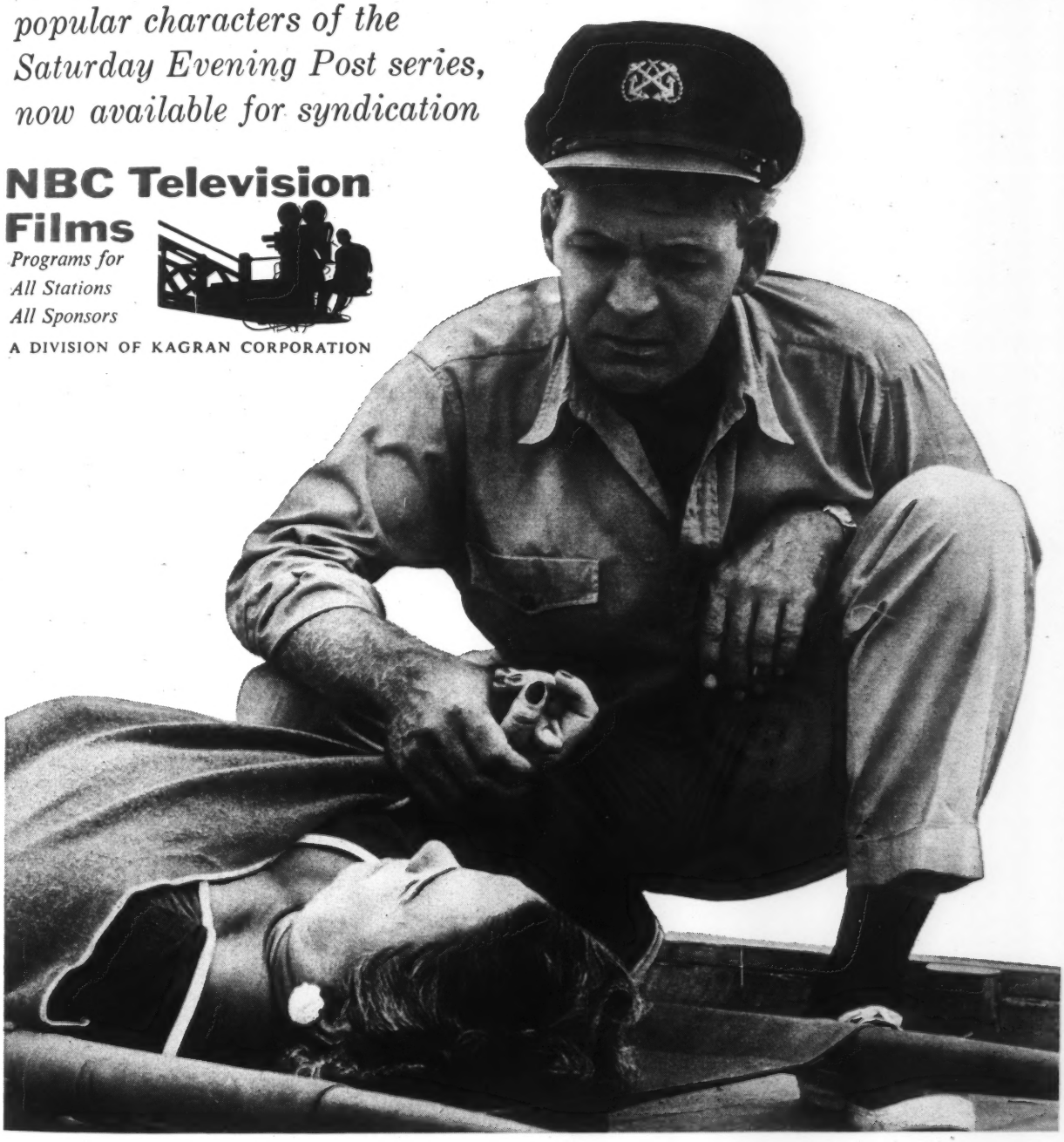
Crunch and Des

popular characters of the Saturday Evening Post series, now available for syndication

NBC Television Films

Programs for All Stations All Sponsors

A DIVISION OF KAGRAN CORPORATION



JEAN L. SIMPSON

on all accounts

CLIENT-CONTACT for Jean L. Simpson, timebuyer with Doyle Dane Bernbach, New York, begins each weekday morning at 7:58 on the platform of the Old Greenwich, Conn., station of the New York, New Haven & Hartford Railroad. It ends at the same place about 6:51 p.m.—if the trains are running on time.

Should she ever have the least desire to complain about the service—which these days isn't often—she would think better of it, for the New Haven is one of the accounts she buys time for at DDB. Should things get *especially* "difficult," she's more likely than not to grit her teeth and say, "try commuting from New Jersey on the Erie."

Which is just what she did following her 1947 graduation from Oberlin College until several years ago when—following her marriage to architect John E. Crocco—she moved into a 40-year-old "pseudo-Colonial" house in Connecticut. Starting as a radio-tv secretary at Anderson, Davis & Platte in the days before it became Anderson & Cairns, Miss Simpson became a timebuyer there in 1952, serving such accounts as Melville Shoe Corp., the Hillman Minx car and a group of fabric manufacturers. Her soft goods experience landed her a similar post with DDB three years later.

One of the many attractive timebuyers in the business, Miss Simpson sees "great things ahead for spot buying" and currently is actively engaged in switching DDB's clients "from space consciousness" to that of time.

Among the clients she buys time for are Polaroid Corp. (photographic equipment), Chemstrand Corp. (nylon fibers), Regal Shoe Co., Buxton Inc. (leather goods), Fairmont Foods Co., Henry S. Levy & Sons (bread), Weldon Farm Products (non-fat dry milks), Barton's Inc. (chocolate), Ohrbach's Inc. (department stores), American Pencil Co. and, of course, the "nice railroad people." With 10 out of 11 clients using spot radio-tv (the exception being Polaroid, which buys regular participations in NBC-TV's *Tonight*), any comments on spot from Miss Simpson would seem superfluous.

At home in the exurbs, Mrs. Crocco joins her husband in "constantly remodeling," attends auctions in nearby Westchester County with what would seem to be a religious fervor, swims, skis and scans NY, NH&H RR timetables.

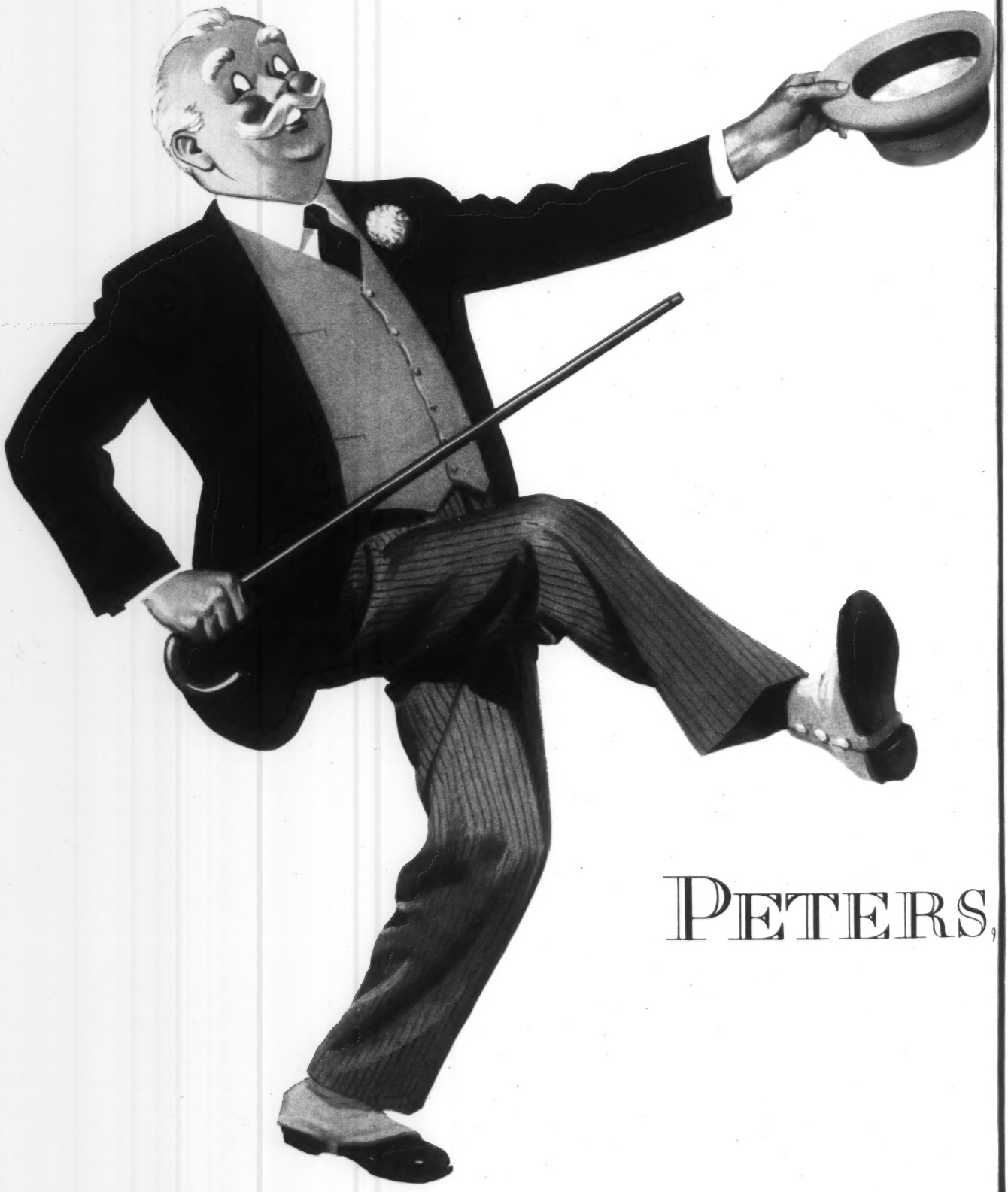
For the record, she would like to clear up that little matter as to why the Messrs. Doyle, Dane and Bernbach don't like commas in their corporate name. "They say they don't like physical symbols separating them, and besides," she adds, "I'm sure their secretaries find it makes for easier typing."

Don't miss the

Important Announcement

on the next two pages!

We salute a new name...



PETERS,

PETERS, GRIFFIN, WOODWARD, INC.

Today* all we Colonels and Colonelettes bow our congratulations to Lloyd Griffin and Russel Woodward as their names go on the door. Woody and Griff have been active management partners in this company for many years. Their contributions to whatever success we have achieved — have earned them this important recognition. We look forward to the future determined to even better serve our stations — and advertisers and their agencies from coast to coast.

We are grateful, too, to James L. Free whose vision and foresight founded this company and enable us to say:

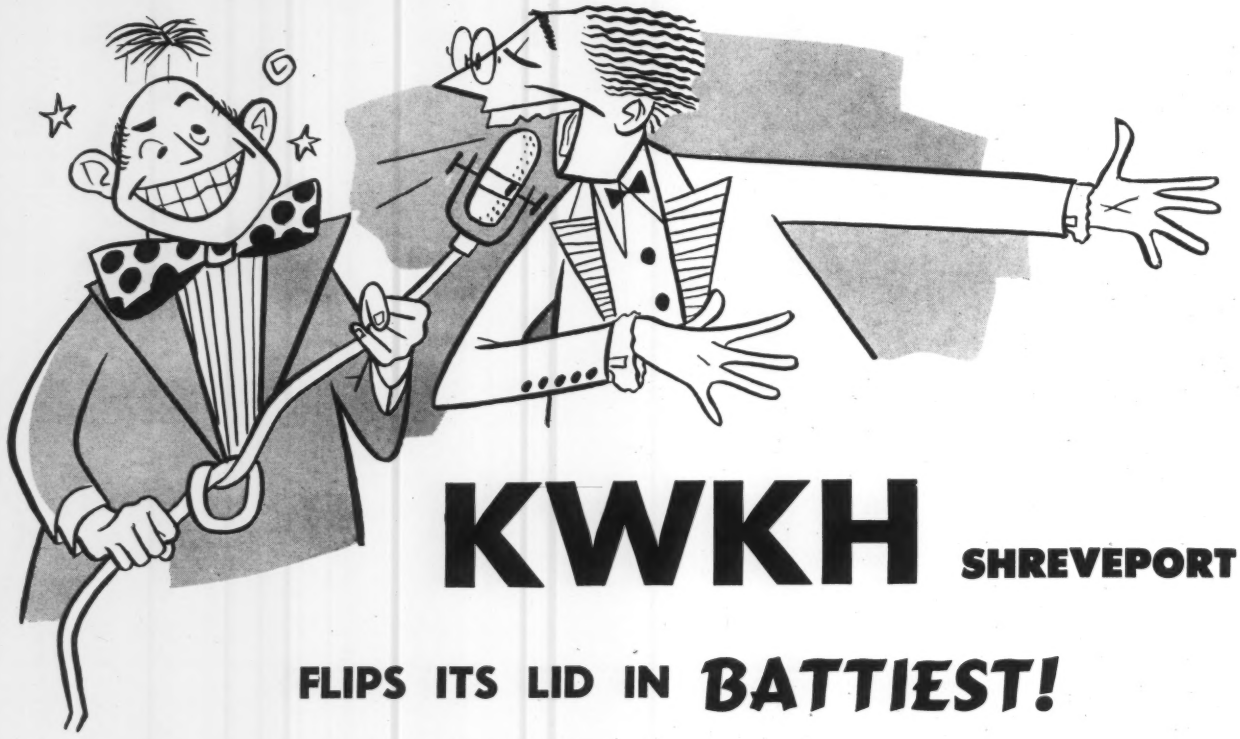
"Pioneer Station Representatives Since 1932".

President

S, GRIFFIN, WOODWARD, INC.

NEW YORK • CHICAGO • ATLANTA • DETROIT
FT. WORTH • HOLLYWOOD • SAN FRANCISCO

*March 15, 1956



KWKH SHREVEPORT

FLIPS ITS LID IN *BATTIEST!*

KWKH runs amuck throughout its 80-county daytime SAMS area, bringing top radio enjoyment to scores of small cities, thousands of farming areas, hundreds of hamlets (including Battiest, Oklahoma, with its 35 souls!).

Home town figures show that Shreveport is "batty" about KWKH, too. Latest Hoopers give KWKH preference over the second station *morning, noon* and *night*—up to 104%!

KWKH reaches more people, daytime, than all *six* other Shreveport stations combined. Get all the facts from The Branham Company.

Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map).

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co.
Representatives

Henry Clay
General Manager

Fred Watkins
Commercial Manager

[redacted]

BROADCASTING TELECASTING

March 12, 1956 Vol. 50, No. 11

THE TOP 25 AGENCIES IN SPOT BROADCAST BUYING

B•T presents herewith its analysis of the spot television and spot radio expenditures of the 25 advertising agencies who were last year's leaders in the use of spot broadcast campaigns for their clients. This exclusive feature, which to our knowledge has never before been attempted, was prepared by Florence Small, agency editor, who also compiles B•T's annual analysis of agency expenditures for all broadcast media, network as well as spot [B•T, Dec. 12, 1955].

Four agencies, the B•T study shows, spent more than $20 million each for time and talent used in spot broadcast campaigns during 1955. Ted Bates & Co. led the field with spot billings of $29 million—$24 million for spot tv, $5 million for spot radio. Young & Rubicam ranked second with a total spot volume of $27 million; McCann-Erickson was third with $22 million and BBDO a close fourth with $21.5 million.

Compiled in the main from data supplied B•T by the agencies themselves, this authoritative survey reveals that there is no correlation between spot and network expenditures but that a wide variation exists from advertiser to advertiser. The makers of low-cost packaged products—foods, drugs, toiletries, cigarettes, beverages and the like—are the major users of spot radio and tv, but not the only ones, as the manufacturers of such items as automobiles and watches also bank heavily on spot broadcast campaigns.

TED BATES & CO., New York, led the nation's advertising agencies in spot billing in 1955 with a combined tv-radio spot outlay of $29 million. The agency billed $24 million in spot tv and $5 million in spot radio.

Ranking second and third respectively in B•T's first annual review of agency spot activity were Young & Rubicam, with combined tv-am spot billings of $27 million, and McCann-Erickson, with a combined spot total of $22 million.

Y & R spent $16 million in spot tv and $11 million in radio; McCann-Erickson invested $20 million in spot television and $2 million in radio spot placement.

Completing the list of the Big 10 in combined tv-am spot expenditures: BBDO, $21.5 million; Leo Burnett Co., $18 million; N. W. Ayer & Son, $15 million; J. Walter Thompson Co., $12.7 million; Benton & Bowles, $11 million; Kenyon & Eckhardt, $10 million, Dancer-Fitzgerald-Sample, $9 million.

Ted Bates rated first also in the category of tv spot buys, expending $24 million in that medium alone, followed by McCann-Erickson, which deployed $20 million into tv spots. Third in television spot purchases was Young & Rubicam with a billing total of $16 million.

The leader in radio spot purchases in 1955 was Young & Rubicam, spending $11 million for am spots, well ahead of second-ranking BBDO with a radio spot of $7.5 million. J. Walter Thompson Co. plowed $3.2 million into spot radio to emerge third in that category.

Ted Bates, ranking eighth in B•T's recent survey of 1955 overall agency tv-am billings [B•T, Dec. 12, 1955], achieved its dominance in the spot field in large measure as a consequence of the advertising policy of one client, Brown & Williamson. Second largest spot advertiser in the nation—exceeded only by Procter & Gamble Co., which has strongly divided agency representation—B & W devotes nearly $7.5 million of its radio-tv budget to spot. The company underwrote massive spot campaigns in 1955 for each of its products in the Ted Bates fold, Viceroy and Kool cigarettes and Tube Rose Snuff.

Other heavy spot advertisers at the agency, contributing to the record total, were Colgate-Palmolive Co., Carter Products and Anahist.

Young & Rubicam, on the other hand, displayed no similar imbalance in favor of spots, arriving at its position largely as a natural result of general strength in tv and radio, as recorded in B•T's earlier agency report on overall tv-radio billing.

McCann-Erickson, third in rank, owes some of its position to Bulova Watch Co., which devotes its entire $6 million budget to spots, plus an array of spot advertisers such as National Biscuit, Esso Standard Oil, and others.

At both these agencies, spot billings last year amounted to roughly two-thirds those of network spending. At Ted Bates the ratio was better than three to one in favor of spot.

The figures in this spot survey represent expenditures for both time and talent. The estimate in almost all cases is based on information received directly from responsible officials in each agency.

A summary of the status of each of the 25 leading spot agencies follows.

TED BATES & CO.: Combined tv-am spot billing, $29 million; television only, $24 million; radio only, $5 million. Network tv-am total billing, $8 million. Total broadcast billing, $37 million. Leading spot advertisers: Brown & Williamson, Colgate Palmolive Co., Carter Products and Anahist.

YOUNG & RUBICAM: Combined tv-am spot billing, $27 million; television only, $16 million; radio only, $11 million. Network tv-am total billing, $45 million. Total broadcast billing, $72 million. Leading spot advertisers: Borden Co., General Foods, Procter & Gamble,

General Cigar, Bristol-Myers and *Life*.

McCANN-ERICKSON: Combined tv-am spot billing, $22 million; television only, $20 million; radio only, $2 million. Network tv-am total billing, $38 million. Total broadcast billing, $60 million. Leading spot advertisers: Bulova, National Biscuit Co., Esso, Cheseborough-Ponds Inc., Swift & Co., S.O.S. Co. and California Packing Corp.

BBDO: Combined tv-am spot billing, $21.5 million; television only, $14 million; radio only, $7.5 million. Network tv-am total billing, $39.5 million. Total broadcast billing, $61 million. Leading spot advertisers: Lever Bros., Campbell Soup Co., Penick & Ford, F & M Schaefer Brewing Co., American Tobacco Co. and TWA.

LEO BURNETT CO.: Combined tv-am spot billing, $18 million; television only, $15 million; radio only, $3 million. Network tv-am total billing, $24.1 million. Total broadcast billing, $42.1 million. Leading spot advertisers: Kellogg Co., Motorola Inc., Philip Morris & Co. (Marlboro), Procter & Gamble, Tea Council.

N. W. AYER & SON: Combined tv-am spot billing, $15 million; television only, $12 million; radio only, $3 million. Network tv-am total billing, $6 million. Total broadcast billing, $21 million. Leading spot advertisers: Atlantic Refining Co., Johnson & Johnson, Plymouth, Seabrook Farms and Yardley.

J. WALTER THOMPSON CO.: Combined tv-am spot billing, $12.7 million; television only, $9.5 million; radio only, $3.2 million. Network tv-am total billing, $45.3 million. Total broadcast billing, $58 million. Leading spot advertisers: Ford Dealers, Seven-Up Bottling Co., Ward Baking Co. and Shell Oil Co.

BENTON & BOWLES: Combined tv-am spot billing, $11 million; television only, $10 million; radio only, $1 million. Network tv-am total billing, $28 million. Total broadcast billing, $39 million. Leading spot advertisers: Instant Maxwell House coffee, Florida Citrus Commission, General Food's Post cereals, Studebaker and Procter & Gamble (new brand).

KENYON & ECKHARDT: Combined tv-am spot billing, $10 million; television only, $7 million; radio only, $3 million. Network tv-am total billing, $24.5 million. Total broadcast billing, $34.5 million. Leading spot advertisers: Ford's Lincoln-Mercury Div., Mennen Co., National Biscuit Co., Quaker State Oil Refining Co. and Pepperidge Farm Co.

DANCER-FITZGERALD-SAMPLE: Combined tv-am spot billing, $9 million; television only, $6 million; radio only, $3 million. Network tv-am total billing, $21 million. Total broadcast billing, $30 million. Leading spot advertisers: Falstaff, Procter & Gamble, General Mills, Best Foods, American Chicle.

CUNNINGHAM & WALSH: Combined tv-am spot billing, $8.4 million; television only, $6.7 million; radio only, $1.7 million. Network tv-am total billing, $8.6 million. Total broadcast billing, $17 million. Leading spot advertisers: Liggett & Myers Tobacco Co., Folger's coffee, Sunshine Biscuit, Narragansett beer.

GEOFFREY WADE: Combined tv-am spot billing, $8 million; television only, $6 million; radio only, $2 million. Network tv-am total billing, $3 million. Total broadcast billing, $11 million. Leading spot advertisers: Alberto-Culver Co. of Hollywood and Miles Labs.

RUTHRAUFF & RYAN: Combined tv-am spot billing, $7.1 million; television only, $4.5 million; radio only, $2.6 million. Network tv-am total billing, $8.4 million. Total broadcast billing, $15.5 million. Leading spot advertisers: Bosco, Packard, Sun Oil, Wrigley and Tums.

BIOW-BEIRN-TOIGO (now The Biow Co.): Combined tv-am spot billing, $7 million; television only, $5 million; radio only, $2 million. Network tv-am total billing, $23 million. Total broadcast billing, $30 million. Leading spot advertisers: Procter & Gamble Co. (Fluffo), Anacin, Ruppert Inc., Hudson Pulp & Paper Co., Pepsi-Cola, P&G's Spic and Span and Lilt, and Philip Morris cigarettes.

WILLIAM ESTY: Combined tv-am spot billing, $6.5 million; television only, $4 million; radio only, $2.5 million. Network tv-am total billing, $32.5 million. Total broadcast billing, $39 million. Leading spot advertisers: Prestone, R. J. Reynolds Tobacco Co. (Camel & Winston cigarettes) and Colgate-Palmolive Co.

GRANT ADV.: Combined tv-am spot billing, $6.3 million; television only, $4 million; radio only, $2.3 million. Network tv-am total billing, $4.8 million. Total broadcast billing, $11.1 million. Leading spot advertisers: Dodge, National Airlines, Florist's Telegraph Delivery Assn. and Dr. Pepper.

COMPTON ADV.: Combined tv-am spot billing, $5.7 million; television only, $5 million; radio only, $700,000. Network tv-am total billing, $19.8 million. Total broadcast billing, $25.5 million. Leading spot advertisers: Procter & Gamble, Standard Brands, Goetz beer, Personal Products Co., Socony-Mobile Oil and Sterling Drug.

HARRY B. COHEN: Combined tv-am spot billing, $5.5 million; television only, $4 million; radio only, $1.5 million. Network tv-am total billing, none. Total broadcast billing, $5.5 million. Leading spot advertisers: Block Drug, Grove Labs, Lydia Pinkham, B. T. Babbitt Co. and Chattanooga Medicine Co.

LENNEN & NEWELL: Combined tv-am spot billing, $5 million; television only, $2.4 million; radio only, $2.6 million. Network tv-am total billing, $15 million. Total broadcast billing, $20 million. Leading spot advertisers: Colgate-Palmolive Co., American Airlines, P. Lorillard and National Biscuit (Dromedary).

FOOTE, CONE & BELDING: Combined tv-am spot billing, $4.5 million; television only, $3.3 million; radio only, $1.2 million. Network tv-am total billing, $16 million. Total broadcast billing, $20.5 million. Leading spot advertisers: Lever Bros., Rheingold beer, Paper Mate Co., Breast of Tuna and Sunkist.

NEEDHAM, LOUIS & BRORBY: Combined tv-am spot billing, $3.8 million; television only, $1.8 million; radio only, $2 million. Network tv-am billing, $8.2 million. Total broadcast billing, $12 million. Spot advertisers: Monsanto Chemical, S. C. Johnson & Son, Kraft.

SULLIVAN, STAUFFER, COLWELL & BAYLES: Combined tv-am spot billing, $3.5 million; television only, $2.5 million; radio only, $1 million. Network tv-am billing, $14.3 million. Total broadcast billing, $17.8 million. Spot advertisers: American Cigar & Cigarette Co. (Pall Mall), Carter Products and Lever.

D'ARCY: Combined tv-am spot billing, $3.5 million; television only, $2.5 million; radio only, $1 million. Network tv-am billing, $6.5 million. Total broadcast billing, $10 million. Leading spot advertisers: Standard Oil Co. (Indiana), Anheuser-Busch, Coca-Cola Co. and General Tire & Rubber Co.

GREY ADV.: Combined tv-am spot billing, $3 million; television only, $1.5 million; radio only, $1.5 million. Network tv-am billing, $5 million. Total broadcast billing, $8 million. Leading spot advertisers: Block Drug, Five-Day Deodorant, Amitone and *Collier's* magazine.

TATHAM-LAIRD: Combined tv-am spot billing, $2.9 million; television only, $2.84 million; radio only, $60,000. Network tv-am billing, $9.3 million. Total broadcast billing, $12.2 million. Leading spot advertisers: Weidemann Brewing Co., Toni Co. and General Mills.

HOW SPOT SHARES IN THEIR BILLING

(All dollar figures in millions)

Rank in 1955	Agency	Combined Am-Tv Spot Billing	Spot Share of Total Broadcast Billing	Tv Spot Only	Radio Spot Only	Combined Am-Tv Network Billing	Total Broadcast Billings
1.	Ted Bates	$29	78.4%	$24	$ 5	$ 8	$37
2.	Young & Rubicam	27	37.5	16	11	45	72
3.	McCann-Erickson	22	36.7	20	2	38	60
4.	BBDO	21.5	35.2	14	7.5	39.5	61
5.	Leo Burnett Co.	18	42.7	15	3	24.1	42.1
6.	N. W. Ayer & Son	15	71.4	12	3	6	21
7.	J. Walter Thompson Co.	12.7	21.9	9.5	3.2	45.3	58
8.	Benton & Bowles	11	28.2	10	1	28	39
9.	Kenyon & Eckhardt	10	29.0	7	3	24.5	34.5
10.	Dancer-Fitzgerald-Sample	9	30.0	6	3	21	30
11.	Cunningham & Walsh	8.4	49.4	6.7	1.7	8.6	17
12.	Geoffrey Wade Adv.	8	72.7	6	2	3	11
13.	Ruthrauff & Ryan	7.1	45.8	4.5	2.6	8.4	15.5
14.	Biow-Beirn-Toigo (now Biow Co.)	7	23.3	5	2	23	30
15.	William Esty Co.	6.5	16.7	4	2.5	32.5	39
16.	Grant Adv.	6.3	56.7	4	2.3	4.8	11.1
17.	Compton Adv.	5.7	22.3	5	.7	19.8	25.5
18.	Harry B. Cohen	5.5	100.0	4	1.5	0	5.5
19.	Lennen & Newell	5	25.0	2.4	2.6	15	20
20.	Foote, Cone & Belding	4.5	21.9	3.3	1.2	16	20.5
21.	Needham, Louis & Brorby	3.8	31.7	1.8	2	8.2	12
22.	Sullivan, Stauffer, Colwell & Bayles	3.5	19.7	2.5	1	14.3	17.8
23.	D'Arcy Adv	3.5	35.0	2.5	1	6.5	10
24.	Grey Adv.	3	37.5	1.5	1.5	5	8
25.	Tatham-Laird Co.	2.9	23.8	2.84	.06	9.3	12.2

MAJOR ADVERTISERS TO HOLD AGENCY RELATIONS SESSION

Assn. of National Advertisers delegates to discuss impact of AAAA consent decree in closed session Wednesday at Hot Springs, Va. Broadcast, merchandising, research and communications topics on agenda of spring meeting. 'Brainstorming' demonstration set.

ALMOST 300 of the nation's top advertisers will gather this week at The Homestead, Hot Springs, Va., for a three-day series of wide-ranging workshop sessions in the 47th spring meeting of the Assn. of National Advertisers.

The meeting, which opens Wednesday, will explore — through case history presentations, panels, and special discussions — such major subjects as advertising management, television and other media, agency relations, merchandising, sales promotion, research, and communications [AT DEADLINE March 5]. The program was arranged by a group headed by Arthur Dimond, advertising manager of H. J. Heinz Co.

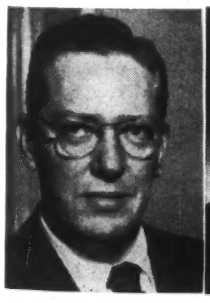
MR. DIMOND

One of the highlights is expected to be a Wednesday afternoon closed-session discussion of changes in advertiser-agency relations that may evolve from the consent decree settling the Justice Dept.'s anti-trust suit against the American Assn. of Advertising Agencies [B•T, Feb. 6] and from the department's still-pending suit against several non-broadcast media associations.

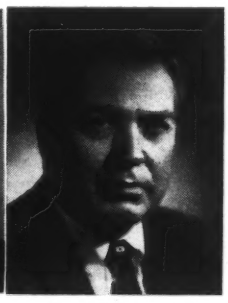
In tv, A. C. Nielsen Co.'s Vice President T. R. Shearer will discuss "How to Adapt Television to Your Specific Needs—An Up-to-date Road Map of Tv Markets, Costs, and Strategies" at a Thursday morning session. Gerald Light, director of advertising and sales promotion for CBS-Columbia, is one of the speakers scheduled for Thursday afternoon.

ANA Board Chairman Edwin W. Ebel, General Foods vice president for advertising and consumer relations, will open the sessions Wednesday morning with a keynote presentation cautioning his audience not to let the trend toward "marketing agencies" obscure the vital necessity for greater creativeness in advertising as such. Mr. Ebel, a veteran of both advertiser and agency fields, has titled his talk: "Let's Get the Horse Before the Cart."

He will be followed by Fairfax M. Cone,



MR. CONE



MR. EBEL

president of Foote, Cone & Belding, who in a speech on "Wanted: More Creative Advertising Power" will detail the agencies' prime responsibility in sparking the creativity which he deems to be the vital element in developing effective, stand-out advertising.

Henry Schachte, Lever Bros. vice president and ANA Advertising Management Committee chairman, will stress that every advertising manager's job has management aspects. He will speak on "Advertising's Most Promising Frontier—Good Advertising Management!" Specific examples from interviews with a number of ANA's leading member companies will be cited by Russell H. Colley, consultant to the ANA Advertising Management Committee, to show effective step-by-step procedures in comprehensive advertising planning.

Richard K. Van Nostrand, assistant advertising director of Bristol-Myers Co., will outline the various steps planned for and used in the introduction of the new deodorant, Ban. His presentation, "How Thorough Planning Assured the Successful Launching of a New Product," will point out that careful advance scheduling of the various moves can enhance the results of any advertising and promotional campaign.

Don C. Miller, vice president of Kenyon & Eckhardt, Detroit, will wind up the Wednesday morning session with a talk on "Advertising Must Be the Automation of Marketing."

The entire Wednesday afternoon session, for members only, will deal with possible effects of the government's advertising anti-trust actions.

Wednesday evening has been designated "Monte Carlo Nite," with delegates competing for prizes donated by ANA member companies.

Agenda for Thursday

Thursday morning's session will deal with practical ideas and procedures that have been effective in solving advertisers' problems in research, television trends, merchandising the advertising, and industrial advertising.

Donald B. Armstrong Jr., vice president and director of research for McCann-Erickson, will discuss advertising's increasing responsibility for profit, plus the rise in advertising costs and the resultant need to reduce the risk of less-than-adequate creative approaches. In connection with his presentation, titled "How to Sharpen the Penetration of Your Advertisements Before They Run," he will describe and illustrate a new procedure designed to provide greater advance assurance that a campaign's ads will reach and score on their targets. The presentation by Mr. Shearer of The Nielsen Co. will deal with coverage and cost trends, the more varied buying alternatives in television today, the number and kinds of people who can be reached through tv (and at what cost), and various strategies involving differences in timing, programming, etc.

Leroy F. Newmyer, vice president and advertising director of the *Toledo Blade* and *Times* and chairman of the marketing committee of the Newspaper Advertising Executives Assn., will describe devices developed by newspapers in a talk on "How to Double Your Advertising's Impact on Distributors and Dealers—Some Ingenious Merchandising Approaches."

Elmer Ward Jr., executive vice president of The Palm Beach Co., will present a case history on "The Planning Behind a 'Merchandising the Advertising' Program That Paid Off in Dealer Support and Sales."

Dr. George Perkins, director of product development of the sales organization of Reynolds Metals Co., will complete the Thursday morning program by describing the company's integrated sales-advertising marketing operation in a presentation on "Uses of Creative Advertising for an Industrial Product."

Thursday afternoon's session, which like Wednesday afternoon's will be closed, will explore "Brainstorming: How Your Company Can Develop More Ideas." A demonstration of "brainstorming," a technique of getting new ideas quickly and in quantity, will be led by Willard Pleuthner, BBDO vice president. After this, ANA members will meet in round-table groups to exchange ideas on how to merchandise advertising to the trade and how to merchandise it to management, employes, and stockholders. Then Mr. Pleuthner and a "jury" of ANA members will play back the best ideas produced at the brainstorming session and he will indicate the next steps in capitalizing on them.

ANA's annual spring dinner will be held Thursday evening.

"Communications—How to Get Through to

MR. SCHACHTE

MR. VAN NOSTRAND

People" will be the subject at the final business session Friday morning. A new color film produced by Champion Paper & Fibre Co., illustrating "The Enormous Differences Between What We Say and What We Frequently Mean," will be presented by R. C. Skillman, Champion's public relations director. William Kelly, sales promotion manager of Sinclair Refining Co., will show how "Effective Communications Pay Dividends." Mr. Light will outline "A Case for Advertising That Whispers—But Still Shouts Its Head Off," illustrating his points with facts, figures, and examples of the advertising of CBS-Columbia and other companies. Cartoonist Al Capp will wind up the session with a talk on "Getting Through to People—Dogpatch Style."

Roscoe Drummond, of the *New York Herald Tribune* Washington bureau, will speak on "This Election Year" at the luncheon on Friday.

Circus Again for Gen. Foods

GENERAL FOODS Corp., White Plains. N. Y., which earlier this winter sponsored CBS-TV's "Christmas With the Greatest Show on Earth" as a special one-time program, will sponsor a special circus program again for an hour-long "Highlights of the Greatest Show on Earth," April 3 on CBS-TV. The network said the 7:30-8:30 p.m. special event would necessitate pre-empting the time periods occupied by Whitehall Pharmacal Co.'s *Name that Tune* and the R. J. Reynolds Tobacco Co.-Amana sponsored *You'll Never Get Rich* show with Phil Silvers. Agency for General Foods is Benton & Bowles.

RTES SEMINAR HEARS AGENCYMEN DEBATE ALL-MEDIA BUYING VS. SPECIALIZATION

- **MacDonald of Y&R says all-media man helps overall strategy**
- **And avoids becoming a 'pleader for a special medium'**
- **Pardoll of FC&B cites complexity of today's buying**
- **And says specialist can get better results with one medium**

SHOULD an agency's radio-tv buying be handled by a specialists or by an all-media executive who buys not only for the broadcast medium but for print media as well? This was the highly-controversial question handled Tuesday by two agency executives at this season's windup Timebuying & Selling Seminar of the Radio & Television Executives Society in New York.

Outlining the all-media buying system as it is utilized by Young & Rubicam was Edward B. MacDonald, associate media director at Y&R, New York, and pleading the case for the timebuying specialist was Arthur Pardoll, director of broadcast media, Foote, Cone & Belding, New York. (Also see excerpt of Mr. Pardoll's talk below.)

Mr. Pardoll asserted that at the media buying level a "clear-cut division of responsibility between radio-television buying and print media" was necessary, although of course during the planning stage of an advertising campaign "it is desirable to coordinate thinking about use of print and broadcast media."

Admitting that agencies differ as to the implementation of strategy in the actual purchase of time and space, Mr. Pardoll said that FC&B's stand in favor of the timebuying specialist was based primarily on the "phenomenal" growth of media which makes it "virtually impossible for one man to digest all the information he needs to do his job properly."

On the contrary, Mr. MacDonald argued that by employing the all-media buying system at Y&R, the agency encourages its buyers to help plan for an advertiser's overall strategy and marketing. This, he said, avoids the situation of buyers becoming "pleaders for a special medium."

At what level buying duties should be separated, Mr. Pardoll said, depends on several agency factors, among them the organization, integration, delegation of responsibility, and the quality, as well as quantity, of manpower available. FC&B, he said, has the "ideal" conditions for separation of timebuying and spacebuying. He continued:

"In broadcasting . . . position is everything, since in most cases it must be known in advance of purchase. There are only a certain number of radio or tv hours available and no one can manufacture more. Capturing the best possible position for a client is usually the result of personal contact, much maneuvering and long negotiation by the timebuyer.

"However, if the buyer who is negotiating all broadcast time for a client is also responsible for the client's commitments in print, it is difficult to see how he can do a good job. . . . His responsibilities have been multiplied beyond what any first-line agency can reasonably expect a buyer to handle. His contacts are multiplied to a point where he cannot see as many people as he should."

Mr. Pardoll asserted that "concentrating solely on the broadcast medium, a timebuyer is in the strongest possible position. He has the time properly to develop valuable contacts. He has an opportunity to devote more time to studying a client's marketing problem and copy theme, hence is in a position to buy more intelligently.

"He has, above all, time for negotiation. And the degree to which he is able to negotiate successfully is usually the measure of the timebuyer's value to the agency."

In setting up criteria for the agency that maps its media department on the line of all-media buying, Mr. MacDonald noted that primarily the agency must be big and have the money to spend as well as have the people who

TIMEBUYING: SKILL OR NUMBERS RACKET?

IN HIS TALK on the timebuying specialist last week, as reported above, Arthur Pardoll, director of broadcast media, Foote, Cone & Belding, New York, had some specifics to offer regarding the Pepsodent spot radio campaign and FC&B's Rheingold account, as well as some comments on a report that Roger Bumstead, media director of David J. Mahoney Inc., New York, made earlier in the year [B•T, Feb. 6].

This particular section of Mr. Pardoll's speech follows:

"Let me be specific. Most of you know, I'm sure, that the major portion of Pepsodent's 1956 budget was allocated to broadcast media, with the remainder going into print. It's a classic example of the value of separating space and time buying.

"Over half of the broadcast appropriation will go to spot radio, making Pepsodent one of the year's biggest users of spot radio. What we have planned is an all-year-round effort averaging close to 100 spot radio announcements a week in the leading markets across the country. These will include the major metropolitan areas where the spot frequency builds up to close to 400 weekly.

"Clearing that much time before the campaign got under way, even with a gratifying degree of cooperation from stations and reps, involved the full-time services of two timebuyers plus myself. And most of the spots were individually negotiated, since we were stressing early morning time, the most desirable periods in radio today.

"Perhaps I should qualify that. If not the most desirable periods, morning spots are at least the most sought after today.

"I hardly need add that none of the timebuyers had time on his hands. And certainly no time to weigh and decide on the purchase of several hundred thousand dollars worth of print media over and above his responsibilities.

"It's true that we do what we have to do, and faced with the job of buying both space and time for Pepsodent, we would somehow have managed. But I don't believe that either the radio time we cleared or the publication space we arranged would have been as well-suited to the client's marketing problem if responsibility for both had been lodged in one buyer.

"The same holds true for all our clients who invest their advertising dollars in radio and television as well as newspapers and magazines. I'm thinking particularly now of Rheingold. One buyer is assigned to broadcast media and the activity on this one account does not permit him to handle any other account, let alone print media.

"In reviewing this entire question of specialization in time and space buying, I was very much interested in a report made recently to the Radio & Television Executives Society by David J. Mahoney Inc.'s Roger Bumstead [B•T, Feb. 6]. Perhaps you are familiar with it, but it is so pertient to the discussion today that I would like to review quickly the four major points the report made and, if I may, add my comments.

"In a poll of 60 leading station men and representations, Bumstead found four characteristics that were considered most valuable in a timebuyer. They have special bearing on the question today.

"I quote: 'Timebuyers should be more familiar with markets and should take the same interest in sales problems and distribution that most space buyers do.'

"My comment: Agreed. But I seriously question whether a buyer can be familiar with the market and interest himself in sales and distribution problems if he is responsible for buying both time and space. It's a physical impossibility. He can handle no more than the mechanics of the job.

"Bumstead continues: 'Agencies should have personnel policies requiring better trained people for timebuyers and should give them more authority.'

"My comment: Certainly. By better trained people I believe the station men mean buyers who know the medium better and how to use it. It would seem logical that a buyer whose activity is restricted to broadcast media better answers that description. And if the buyer hasn't the time to study his medium carefully and develop his contacts, who is to blame the agency for not granting him more authority?

"Point three: 'Campaigns should be planned well in advance of the starting dates. The eleventh hour buy is never the best of what might have been had.'

"Comment: Quite true. I'm all in favor of coordinated planning of all buying activity before a campaign gets under way. But once it's cleared, the buyer must be able to move quickly and surely. And recalling the Pepsodent experience, I'm convinced that only the buyer who is devoting full time to one medium is in a position to enter into negotiations that lead to the best possible buy in the shortest possible time.

"And the survey's final finding: 'Buyers should be in a position to depend more on their judgment and experience than on imperfect formulas and yardsticks.'

"To that I can only add 'Amen.' But judgment comes only with experience, and a buyer can accumulate experience quickly only if his time and efforts are concentrated on one medium rather than two. That has been our experience and I suspect the experience of many other agencies. Too much to do results in buying by the numbers. Burdened with responsibility for all media, it is not hard to visualize timebuying becoming a numbers racket."

can perform the job.

He said that although an agency thus set up loses much in specialization, the all-media buying department lends itself to better strategic planning and a "far more desirable approach in servicing the clients." Viewing the argument for specialization in buying time, Mr. MacDonald asked: "Where do you stop?" "Why not go further?" he said, suggesting that perhaps buying logically then would be broken down in print media to specialist handling business publications, farm publications, etc., with no end to a breakdown in functions.

In explaining how it takes size and money to effect the all-media buying structure, Mr. MacDonald revealed that Y&R has a 167-man media department, which aside from the top media director and his assistant, includes seven associate directors, 26 buyers, 26 assistant buyers and various "service groups" including statistical, estimating, contract section, typing and files or library section. In addition, he said, the media department can draw upon a 150-man research department in New York, and a radio-tv department (handling programming and talent) staffed by more than 100.

Mr. MacDonald noted that a direct benefit from the four-year old changeover from time-buying specialist to all-media buying was to relieve the buyer immediately from a heavy workload, for instead of handling some eight accounts, he now handled perhaps three or four. But, he emphasized, where formerly the buyer had to know something about all eight accounts, with the current Y&R system, his need for exhaustive knowledge was cut by more than half.

Y&R, in going ahead with the all-media buying system, at first pre-tested it with two of its large accounts, Bordens and General Electric. The result indicated success, Mr. MacDonald said, and the system was instituted.

Mr. MacDonald said that the question was not whether the all-media system was "wise or needed" but rather on what level it should be instituted. "Someone," he said, must function at media planning, at overall media strategy. At Y&R, he said, the level was put at the time-buyer. By creating all-media buyers, an agency puts these people into a better position to check or challenge the thinking of the department's associate directors, he said.

In addition to bringing the buyer into strategy and marketing planning, the all-media system has the advantages of making for a "more rounded approach" by buyers as well as drawing upon the value of service units in cutting down the time ordinarily consumed by the buyer.

In a question and answer period that followed, both Messrs. Pardoll and MacDonald said that at both agencies a "group effort" was responsible for overall media planning and actual budgeting for a given campaign.

Moderator at the luncheon meeting was Roger Bumstead, media director of David J. Mahoney Inc., New York.

Seeks Network Show

REALEMON-PURITAN Co., Chicago, currently is shopping for a major radio or tv network property to cap a spring-summer advertising drive on behalf of its ReaLemon lemon juice.

Availabilities are being screened by its agency, Rutledge & Lilienfeld Inc., Chicago, to go along with the use of newspaper and magazine ads in selected markets. A network radio or television program was described by the agency as a "must" for the firm.

Current schedule of spot radio and tv is being continued in local markets, it was reported.

CIGARETTES IN SAN FRANCISCO TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers

(Based on Broadcast Advertisers Reports' monitoring)

THE NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	R. J. Reynolds Co.	8	2	21.5	520
	Camel (William Esty)		2	12.5	251
	Cavalier (William Esty)		2	2	46
	Winston (William Esty)		1	7	223
2.	American Tobacco Co.	8	3	20	394
	Herbert Tareyton (M. H. Hackett Co.)		2	5	75
	Lucky Strike (BBDO)		2	4	141
	Pall Mall (SSC&B)		3	11	178
3.	Liggett & Myers Co.	3	3	18	375
	Chesterfield (Cunningham & Walsh)		3	9	248
	L&M (Cunningham & Walsh)		3	9	127
4.	P. Lorillard Co.	3	2	11	261
	Kent (Young & Rubicam)		1	3	50
	Old Gold (Lennen & Newell)		2	8	211
5.	Brown & Williamson Corp.	2	2	7	135
	Raleigh (Russel M. Seeds Co.)		1	2	22
	Viceroy (Ted Bates & Co.)		2	5	113

THE SAN FRANCISCO INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	Commercial Units	Hooper Index of Broadcast Advertisers
1.	Liggett & Myers Co.	3	3	26	425
	Chesterfield (Cunningham & Walsh)		3	9	206
	L&M (Cunningham & Walsh)		3	17	219
2.	Brown & Williamson Corp.	2	3	28	384
	Kool (Ted Bates & Co.)		3	10.5	159
	Raleigh (Russel M. Seeds Co.)		3	6	31
	Viceroy (Ted Bates & Co.)		3	11.5	194
3.	R. J. Reynolds Co.	8	2	21.5	291
	Camel (William Esty)		2	12.5	134
	Cavalier (William Esty)		2	2	24
	Winston (William Esty)		1	7	133
4.	American Tobacco Co.	7	3	16	282
	Herbert Tareyton (M. H. Hackett Co.)		1	1	13
	Lucky Strike (BBDO)		2	4	65
	Pall Mall (SSC&B)		3	11	204
5.	Philip Morris Co.	0	3	12.5	193
	Marlboro (Leo Burnett)		3	7.5	108
	Philip Morris (Biow-Beirn-Toigo)		2	5	85
6.	P. Lorillard Co.	3	2	9	173
	Kent (Young & Rubicam)		1	1	4
	Old Gold (Lennen & Newell)		2	8	169

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

* "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."

** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible; otherwise, the rating is that of either the preceding or following time period, normally the preceding.

In the above summary, monitoring occurred Feb. 4-11, 1956.

CHURCHES RESIST PAYING FOR TIME

National Council of the Churches of Christ in the USA sets $1.8 million radio-tv-film production budget—reportedly largest of its kind in church history—but formally advised against buying time. Group cites NARTB code public service provisions.

THE BROADCASTING & Film Commission, National Council of the Churches of Christ in the USA, which met in New York last week, approved a $1.8 million radio-tv-film production budget and formally went on record advising against buying of time for religious programs.

The new NCCC budget reportedly is the largest of its kind in church history.

The policy statement which advised radio and tv stations to heed the NARTB code in making free time available to religious groups was contained in a special resolution drafted by a Committee on Commercial Broadcasting of Religion. Though not mentioning stations or programs as such, the complaint obviously referred to ABC and MBS which, together, carry 17 paid-for religious programs on a regular basis. Pointing out that the NARTB code specifies "time charges to churches and religious bodies are not recommended," the church resolution said time sales to religious groups which exist today "are not in the best public interest."

The resolution is the result of a month-long study, during which the Rev. S. Franklin Mack, executive director of the Broadcasting & Film Commission privately queried members of network public affairs staffs about the topic of "free vs. paid religious time." Dr. Mack told B•T Thursday that though adamant in his position toward a number of sects which sponsor radio or tv programs, he had nothing but unreserved praise for such programs as ABC-TV's *Crossroads*, sponsored by the Chevrolet Div. of General Motors Corp., or NBC-TV's *The Greatest Story Ever Told*, sponsored by Goodyear Tire & Rubber Co. "In fact," Dr. Mack said, "we commend the serious effort to spread the good word about religions by these sponsors."

Point in Contention

A spokesman for the Methodist Church, which is part of the council and which last month launched a series of 13 teleplays entitled *The Way*, for free distribution to U. S. tv stations, told B•T that "our bone of contention is that in this trend to buy more and more time—instead of getting it free—some of our local groups who aren't well off financially will be shunted into the graveyard shift of broadcasting." This sentiment was expressed in the resolution as "scheduling of sustaining religious broadcasts only in marginal or unsalable time."

So far, only two network organizations are actively engaged in sponsored religious programming. Altogether, ABC Radio and ABC-TV and MBS list the following sponsors: Billy Graham Evangelical Assn., Radio Bible Class, Healing Waters Inc., Wings of Healing Inc., Lutheran Laymen's League, Voice of Prophecy, Christian Reformed Church, Dawn Bible Students Assn., First Church of Christ Scientist, Highland Church of Christ, Free Methodist Church of North America, and the Gospel Broadcasting Assn. NBC confirmed last week a report that it "was considering" a request from Dr. Graham for regularly paid time. Should such a program contract be signed, it would be NBC's first of that kind, and provide Dr. Graham with a third nationwide outlet (he is also on ABC and Mutual). Thus, CBS would remain as the only network not engaged in selling time to religious organizations.

Programs Supplied Free

Free church programs currently being supplied by the National Council and its affiliated organizations to networks and stations include: *The Way*, produced through "an emergency fund of $296,000" [B•T, Feb. 6]; *This Is the Life*, a series of 26 half-hour films produced by the Missouri Synod of the Lutheran Church; a series of *Person to Person* type of tv interviews titled *Man to Man; Frontiers of Faith; Look Up and Live; The Pastor* and a series of puppet films portraying four parables of Jesus and stories in the lives of Moses and Joseph. The seven radio programs produced by the council include Dr. Norman Vincent Peale's *The Art of Living* and *The National Radio Pulpit*.

Miner Announces Changes In Radio-Tv Department

SEVERAL staff assignments have been changed at Dan B. Miner Co., Los Angeles, in a departmental reorganization, according to Hilly Sanders, vice president in charge of radio-tv.

Al Buffington, veteran Miner staffer, has been elevated to associate radio-tv director in charge of production. Prior to joining Miner, Mr. Buffington headed his own production companies in Baltimore and Los Angeles. S. James Andrews, who recently joined Miner after five years with Maxon Inc., New York, also was named an associate radio-tv director.

S. JAMES ANDREWS (l), formerly with Maxon, is welcomed to Dan B. Miner Co. as associate radio-tv director by Hilly Sanders, vice president in charge of radio-tv, and Al Buffington, associate radio-tv director in charge of production for the Los Angeles agency.

Timebuying duties were reorganized with Kay Ostrander named executive timebuyer and Sylvia Schultz timebuyer. Both are longtime members of the department.

Barbara Ford, former secretary to Miss Sanders and prior to that with Ziv, was moved into the newly created post of radio-tv coordinator.

Baseball Road Service To Cut Pickup Costs

A NEW DEVELOPMENT that promises to reduce the costs of radio and television coverage of road games of major league baseball clubs was outlined to B•T last week by Dick Bailey, president of the newly-formed Sports Network Inc., New York. Mr. Bailey has made arrangements with all radio-tv agencies for handling all mechanical details of road coverage of games and estimated that cable costs and other expenses will total about $1 million this year for a savings of about 25% over the old system of individual handling.

Sports Network Inc., Mr. Bailey said, will arrange the leasing of tv cables, lines for radio transmission, local connections, camera pickups in the various parks and other facilities for the broadcasts and telecasts on a contract basis with utility companies and stations. He explained that previously the agency for each sponsor negotiated separately for facilities as needed, and the costs were necessarily higher.

Mr. Bailey, who currently is network and traffic coordinator for ABC and who held a similar post with NBC over the past 18 years, told B•T he conceived this method of operation several years ago, and discussed it several months ago with agency executives. Among the agency officials who assisted in formulating plans, he said, were Tom Villante, sports director of BBDO, and Harry K. Renfro, director of radio and television for D'Arcy Adv., St. Louis.

Mr. Bailey believes that the economies effected through Sports Network Inc. will encourage the use of more road games on tv, which will number about 300 this season. He also is planning to handle road coverage of professional and collegiate basketball and football games.

Mr. Bailey will leave ABC in a few weeks to devote full time to his new project. He will maintain offices at 33 W. 46th St., New York City.

Mautner Elected President Of Midwest Agency Network

MIDWESTERN Adv. Agency Network, comprising a dozen agencies with billings of $250,000-$1 million, discussed financial problems at a quarterly meeting in Chicago March 2 with Allan Copeland, head of the agency bearing his name, presiding as MAAN president.

New officers elected by MAAN at its meeting were Norman Mautner, The Mautner Agency, Milwaukee, president; Fran Faber, Faber Adv. Inc., Minneapolis, vice president; Gladys Lamb, Kelly & Lamb Adv. Agency, Columbus, vice president and treasurer, and Harold M. Baum, Allan J. Copeland Adv., Chicago, secretary.

Winners in MAAN's new annual exhibits award competition were Roman Adv. Co., St. Louis (for Wee Walker shoes), Kelly & Lamb (for campaigns for Belmont gaskets and Norman furnace) and Mautner Agency (for a complete campaign for Ma Bench's herring).

The regional agency group will hold its second quarterly meeting at Milwaukee's Schroeder Hotel May 25-26.

B•T's Engelhardt Resigns

WALLACE H. ENGELHARDT, western sales manager of BROADCASTING • TELECASTING, has resigned effective March 7.

A successor will be named soon, according to Maury Long, B•T vice president and general manager.

Mr. Engelhardt has not announced future plans.

Baltimore is STILL *different*

There are now nearly one and a half million people in the Baltimore metropolitan area. But they're *still* concentrated in a small geographical area.

That's why you don't need great power in a radio station to reach them. That's why you don't have to pay high rates to reach them.

W-I-T-H covers this market thoroughly—at low, low rates. W-I-T-H delivers more listeners-per-dollar than any other advertising medium in Baltimore. Get the whole story from your Forjoe man!

In Baltimore buy

W-I-T-H

Tom Tinsley, President **R. C. Embry, Vice President**

in plumb center

Go along the Ohio River in our Upper Ohio Valley, and you'll see the biggest industrial boom in today's America. Dozens of multi-million dollar factories expand across the landscape . . . National Steel, Wheeling Steel, Olin Mathieson Aluminum, Ohio Ferro-Alloy and many other industrial giants who have nearly half a billion earmarked for growth in the next three years!

We're "plumb center" in the middle of this vast Steubenville-Wheeling phenomenon—surrounded by 11 busy counties where annual income now approaches *a full billion dollars!* In six of them, though, you'll find nearly two-thirds of the area's retail sales, almost two-thirds of its total buying power, and 58% of its TV homes!

These are the same six super-counties where (says Telepulse) WSTV-TV dominates viewing habits by an impressive margin. No other station wins such consistent shares-of-audience.

You can't beat facts! (1) The Steubenville-Wheeling market is an industrial bonanza. (2) Six of its 11 counties are more important because more people there earn more, spend more. (3) The same families also spend more time watching WSTV-TV. (4) It's easy to put yourself in "plumb center" of all this prosperity. Just call Avery-Knodel TV.

DAVID BOTSFORD JR. NEW BC&G PRESIDENT

DAVID BOTSFORD JR., is the new president and chief executive officer of Botsford, Constantine & Gardner, Portland, Ore., agency.

Mr. Botsford's election was announced a fortnight ago at the firm's annual dinner in Portland for staff members, clients and business associates. He steps into the position formerly occupied by his father, who was head of the organization for more than 30 years and now becomes chairman of the board of directors.

Botsford, Constantine & Gardner was founded in Portland in 1919 and now has offices in Seattle, San Francisco and New York in addition to the Oregon headquarters.

David Botsford Jr., 39, comes to his new position after three years as vice president-manager of the San Francisco office, chairman of the company's operating committee and member of the board of directors.

An executive committee to work directly with the new president also has been elected. The committee is composed of Joseph Maguire, vice president, Seattle; Bryce Spruill, vice president, Portland, and Karl Bender, treasurer, Portland.

ANNOUNCEMENT of a new president for Botsford, Constantine & Gardner—David Botsford Jr.—was made at the agency's annual dinner in Portland. In conversation at the affair are (l to r) Paul C. Smith, president of Crowell-Collier Publishing Co., speaker of the evening; David Botsford Jr. and David Botsford Sr., who becomes the agency's board chairman.

ARB Rating Accuracy Chart Available to Subscribers

A TURN to the right, or left, will give American Research Bureau subscribers information as to how accurate their program ratings are if they have one of the ARB standard deviation rotating charts being made available by the rating firm.

The chart consists of two wheels connected by a centered grommet—a larger white wheel with ratings from 1 to 50 printed along its outer edge and a smaller, red wheel showing sample size by hundreds from 100 to 500. The inner wheel has a slot through which the printed deviations show when the wheel is rotated to the proper rating.

If the inner wheel is dialed to a rating of 25, for example, a sample of 400 is shown to have a plus or minus deviation of 4.3 in either direction of the figure published as the rating. In other words, if the rating were based on a 100% sample, it could be expected to lie somewhere between 20.7 and 29.3.

ARB President James Seiler pointed out that ratings "are not intended to be and cannot be absolutes. Any published rating based on a sample merely establishes a confidence range within which the true rating lies. Ratings provide, though, more than adequate accuracy for all audience research use."

SOME TV COMMERCIALS HURT SALES, SAYS GUILD

Many manufacturers have seized upon "opportunity for making an unfavorable impression on television," agency president says.

SOME television commercials now being used actually are destroying sales rather than building them, according to Walter Guild, president of Guild, Bascom & Bonfigli Inc., San Francisco agency.

"The opportunity for making an unfavorable impression on television is very great, and in our opinion, many manufacturers have seized upon it," Mr. Guild said in a speech last week before the San Francisco Advertising Club.

"Simply because a television program is extremely popular does not necessarily mean that it is providing the opportunity for sales," he declared. He expressed the opinion that some of the less popular shows—"those which do not have the viewer hanging by his eyelashes"—are perhaps a better frame for commercial selling.

Other points made in Mr. Guild's address:

"My guess is that a great deal of money now being spent on television simply to remind people of a brand name is money that would be better spent in other media.

"In our opinion . . . the so-called 'magazine' concept of television is doing the entire television industry a great disservice.

"Isolated spot announcements once every four weeks, or thereabouts, do not pay off." (He feels that the advertiser pays for program television without the advantage of sponsor or product identification.)

"We can only come to the conclusion that over-spending on production is intentional, with the intent idea of making it a rich advertisers' medium. We think this is a mistake and will some day be regretted."

GM Talks to Dealers Via National Tv Link

IN A REPORTED "first" closed-circuit telecast March 2, linking top-level executives of General Motors Corp. with their 1,800-man dealer sales force throughout the country, GM President Harlow H. Curtice detailed "revolutionary" changes in the auto corporation's selling agreement with its dealers.

The telecast, produced by Theatre Network Television under direct supervision of TNT President Nate Halpern, originated from the Los Angeles showing of the 1956 GM Motorama exhibit. The "inter-office" speech covered GM dealers in 39 cities in 29 states and the District of Columbia. Telecast was seen on large—9 x 35 ft.—tv screens installed by TNT in hotels and theatres throughout the country.

Mr. Curtice used the closed-circuit telecast to spell out GM's new policy in regard to its field force, following a Senate investigation in January of GM-dealer policy. During the telecast, he predicted a record year for the company in 1956.

COLORCASTING

Advance Schedule Of Network Color Shows
(All times EST)

CBS-TV

Mar. 17 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan (also March 24, 31).

Mar. 20 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son, through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also March 27).

Mar. 29 (8:30-9:30 p.m.) *Climax*, Chrysler Corp., through McCann-Erickson.

NBC-TV

Mar. 12-16 (5:30-6 p.m.) *Howdy Doody*, participating sponsors (also March, 19-23, 26-30).

Mar. 12 (11 a.m.-12 noon) *Home*, insert at approximately 11:45-12, participating sponsors.

Mar. 13 (3-4 p.m.) *Matinee*, participating sponsors (also March 16, 19-23, 26-30).

Mar. 13 (8-9 p.m.) *Milton Berle Show*, Sunbeam Corp. through Perrin-Paus, and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Mar. 14 (10-10:30 p.m.) *This Is Your Life*, Hazel Bishop through Raymond Spector, and Procter & Gamble Co. through Benton & Bowles, on alternate weeks (also March 21).

Mar. 18 (3:30-4 p.m.) *Zoo Parade*, Mutual of Omaha through Bozell & Jacobs, and American Chicle through Ted Bates, on alternate weeks (also March 25).

Mar. 18 (4-5:30 p.m.) *Hallmark Hall of Fame*, "Taming of the Shrew," Hallmark Cards Inc. through Foote, Cone & Belding.

Mar. 20 (7:30-7:45 p.m.) *Dinah Shore Show*, Chevrolet Motor Div. of General Motors Corp. through Campbell-Ewald (also March 22).

Mar. 24 (9:30-10 p.m.) *Jimmy Durante Show*, Texas Co. through Kudner.

Mar. 25 (7:30-9 p.m.) *Sunday Spectacular*, "Heaven Help the Working Girl," participating sponsors.

Mar. 29 (10-11 p.m.) *Lux Video Theatre*, Lever Bros., through J. Walter Thompson.

[Note: This schedule will be corrected to press time of each issue of B•T]

GM Hikes Co-op Ad Funds

GENERAL MOTORS Corp. President Harlow H. Curtice in testimony before a Senate Commerce subcommittee last week said his company has, effective March 1, increased its contribution to cooperative advertising funds to 50 cents for each dollar contributed by dealers.

LATEST RATINGS

NIELSEN

Top Radio Programs
Two Weeks Ending Feb. 4, 1956

Rank	Program	HOMES (000)
Evening, Once-A-Week (Average for all Programs)		(842)
1.	Our Miss Brooks (CBS)	2,059
2.	Two For The Money (CBS)	2,012
3.	People Are Funny (NBC)	1,966
4.	Dragnet (NBC)	1,825
5.	You Bet Your Life (NBC)	1,732
6.	News & Gene Autry (CBS)	1,732
7.	Edgar Bergen (Anahist) (CBS)	1,685
8.	Gunsmoke (CBS)	1,685
9.	Edgar Bergen (CBS Columbia) (CBS)	1,638
10.	Great Gildersleeve (NBC)	1,498
Evening, Multi-Weekly (Average for all Programs)		(796)
1.	One Man's Family (NBC)	1,872
2.	News of the World (NBC)	1,825
3.	Lowell Thomas (CBS)	1,591
Weekday	(Average for all Programs)	(1,498)
1.	Wendy Warren (Philip Morris) (CBS)	2,387
2.	Wendy Warren (Hazel Bishop) (CBS)	2,293
3.	Helen Trent (CBS)	2,200
4.	Arthur Godfrey (Kellogg) (CBS)	2,200
5.	Arthur Godfrey (Corn Products-Tue.) (CBS)	2,200
6.	Arthur Godfrey (Pillsbury) (CBS)	2,200
7.	Young Dr. Malone (T & Th) (CBS)	2,200
8.	Arthur Godfrey (Lever) (CBS)	2,153
9.	Wendy Warren (St. Brands) (CBS)	2,153
10.	Arthur Godfrey (Staley-10:15) (CBS)	2,059
Day,	Sunday (Average for all Programs)	(562)
1.	Woolworth Hour (CBS)	1,170
2.	Your Nutrilite Theatre (NBC)	1,076
3.	Robert Trout (News-10:00) (CBS)	889
Day,	Saturday (Average for all Programs)	(842)
1.	Gunsmoke (CBS)	1,685
2.	True Theatre (CBS)	1,544
3.	Allan Jackson (News-1:00) (CBS)	1,544

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VIDEODEX

Top 10 Spot Shows*
Feb. 1-7, 1956

	Name of Program	Homes (%)	Homes (000's)	Cities
1.	Dr. Hudson's Secret Journal (MCA-TV)	19.3	4132	105
2.	I Led Three Lives (Ziv)	18.8	5928	128
3.	Liberace (Guild)	18.4	3639	79
4.	Highway Patrol (Ziv)	18.2	6636	166
5.	The Man Called X (Ziv)	17.9	1693	36
6.	Badge 714 (NBC Film)	17.8	4808	117
7.	Eddie Cantor (Ziv)	17.7	1657	50
8.	Mr. District Attorney (Ziv)	16.1	4000	104
9.	Science Fiction Theatre (Ziv)	16.0	4897	125
10.	Kit Carson (MCA-TV)	15.8	874	32

*Appearing in a minimum of 20 markets.

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Nielsen Reports Subscribers To Coverage Service No. 2

COINCIDENT with an announcement that NBC-TV had subscribed to Nielsen Coverage Service No. 2, A. C. Nielsen Co., Chicago, reported last week that personal interviewers are at work on the survey and that questionnaires have been mailed to some 250,000 families. CBS-TV, CBS Radio and Keystone Broadcasting System previously had signed for the service. Nielsen's No. 2 service is a county-by-county measurement of stations' coverage.

Nielsen said that by March 1, a total of 235 stations had subscribed to the service, with 64 new station contracts signed in February. Contracts from agencies and advertisers total 75, according to Nielsen, with the 10 agencies with largest domestic billings represented in the group. Nielsen listed these as J. Walter Thompson, Young & Rubicam, BBDO, McCann-Erickson, N. W. Ayer, Leo Burnett, Foote, Cone & Belding, Benton & Bowles, Kenyon & Eckhardt and Kudner. Agencies signing during February included N. W. Ayer, Foote, Cone & Belding, J. Walter Thompson, Biow, Benton & Bowles, Kenyon & Eckhardt and Vansant, Dugdale.

Klik-Klak Toy Clicks on Tv; Sales $85,000 in Four Days

HOW A TOY called Klik-Klak clicked with television to the tune of almost $85,000 in sales in four business days on a total advertising investment of $1,050 was told last week by WATV (TV) Newark.

Station spokesmen said Klik-Klak, through Ovesey & Straus, New York, ordered one announcement in *Junior Frolics* for Wednesdays and one segment of the program on Fridays, using no other advertising medium. They said the commercials started Feb. 22 and that by Feb. 27 every Klik-Klak in the Metropolitan New York area—600 gross of them—had been sold and Pico Novelty Co., the distributor, was airfreighting fresh stock from the West Coast.

In addition, according to WATV, the demand among youngsters was such that some candy retailers, learning that a Klik-Klak vice president was in town, besieged his hotel seeking to buy more toys. Moreover, officials said, the demand stirred up by the two Klik-Klak commercials resulted in Woolworth's ordering the toys for its 1,900 stores.

RKO Names JWT as Agency

RKO RADIO PICTURES has appointed J. Walter Thompson Co., New York and Los Angeles, to handle its advertising program, Daniel T. O'Shea, RKO Radio president, announced Wednesday. RKO Radio Pictures is a division of RKO Teleradio Pictures Inc., parent company of General Teleradio Inc.

JWT's appointment was to start with the completion of "The First Traveling Saleslady," feature film, last week. The agency will handle advertising for all forthcoming productions. Current agency is Foote, Cone & Belding, whose contract with RKO Radio Pictures terminates after two or three productions currently for release and previously designated to be handled by FC&B are placed in circulation.

Retailers to Be Feted

WINNERS of the ninth annual "Retailer-of-the-Year" contest will be feted over a three day period, beginning April 16 and climaxed by an awards banquet at New York's Waldorf-Astoria April 18, it was announced last week by Henry E. Abt, president of the Brand Names Foundation, New York, which has sponsored the contest since 1947. With April 15-21 designated by New York's Mayor Robert F. Wagner as Brand Names Week, the 120 winners will be guests of NBC and other media groups at a series of breakfasts, luncheons and cocktail parties, tour New York advertising agencies and attend the banquet which is scheduled to be addressed by Vice President Richard M. Nixon.

Kimmel Forms Tucson Agency

NORMAN H. KIMMELL, with varied experience in radio-tv, has established an advertising agency bearing his name in Tucson, Ariz. The agency, at 215 N. Court Ave., will function in all media for local and regional accounts.

Mr. Kimmel originated and produced the *Naval Air Reserve Show* while radio-tv director for the Naval Air Reserve Training Command, Chicago. He left the Naval program in 1951, moved to Tucson and has since been associated with a television film production firm and has been personnel and public relations director for Darr Aero Tech Inc. (flight school) and advertising and sales director for a Tucson construction firm.

Find DAV's Treasure

DISABLED American Veterans is currently producing a filmed, hour-long quiz program, *Hidden Treasure Show*, in association with William Tell Productions, New York tv program packager, for future spot placement throughout the country. For the series, DAV has allocated a $390,000 budget for the first group of programs on which $50,000 in cash prizes per show will be awarded. DAV will use the programs to appeal for funds, 30% of which will be designated toward future productions, and the balance to the DAV fund. Arrangements have been made for Allen B. Du Mont Labs' electronicam tv-film system to film the show. Margaret Farrar, crossword puzzle expert, will set up the quiz structure and Remington-Rand will electrically judge the entries. W. T. Clemons & Assoc., parent firm of William Tell Productions, is DAV's agency.

Newsprint Shortage Forces Newspapers to Curtail Ads

SHORTAGE of newsprint led the *Rochester Democrat & Chronicle* and *Times-Union* to curtail advertising last week, with radio and tv stations taking up some of the slack for local and national advertisers.

Only classified and small service ads were carried Wednesday and Friday by the newspapers. National advertising was omitted Thursday. The newspapers explained that news content was being maintained, with full coverage given to local, national and international events. They traced the shortage to delivery problems and to lack of production by mills now producing special paper items of newsprint. They predicted the shortage was temporary.

The *Times-Union* recalled that the newspaper shortage started to develop late last year, with some papers going into the gray market. Cost of newsprint went up $4 a ton recently, with some of this increase earmarked for expansion of production facilities and pulpwood supplies.

FC&B Plans Detroit Setup To Service New Ford Account

FOOTE, CONE & BELDING held discussions last week looking toward the opening of a Detroit office in mid-year to service its newly-acquired automobile account of the Ford Motor Co. [B•T, Feb. 13].

According to present plans, Charles S. Winston Jr., vice president in the agency's Chicago office, is slated to head the Detroit branch. Clyde Rapp, also a FC&B Chicago vice president, will remain in that city to service new Ford automobile account for that office.

SPOT NEW BUSINESS

San Francisco Brewing Corp., supporting introduction of quart cans for Burgermeister beer with series of radio and tv spots through BBDO, S. F. Initial distribution is in California, Nevada, Arizona and Hawaii. Firm plans to extend throughout West.

Glamur Products, Syracuse, N. Y., using radio-tv spots in Midwest, Pacific Northwest and New York for Easy Glamur rug and upholstery cleaner. Agency: Rockmore Co., N. Y.

Towne Talk Co., L. A., using more than 500 radio spots on Southern California stations during March for Towne Pride icings. Summer plans call for ice cream toppings promotion through Mottl & Siteman Adv. Agency, L. A.

Collier's Magazine buying four-day radio spot campaign for news stand sales promotion in New York, Detroit, San Francisco and Chicago, starting March 14. Agency is Grey Adv., N. Y.

Baltimore Liquors Inc., Baltimore, Md., signed to sponsor 1956 Brooklyn Dodgers' baseball games over WSID and WITH, both Baltimore, for Melody Club wine. Agency is Applestein, Levinstein & Golnick, Baltimore.

NETWORK BUSINESS

Kraft Foods Co., Chicago, will extend schedule of five daily newscasts on MBS from five to six days, adding Saturday. Company has shelved plan to buy other radio time after hearing presentations from four networks. Agency: Needham, Louis & Brorby, Chicago.

Pharmaceuticals Inc. (Geritol), Newark, N. J., will sponsor *Guy Lombardo Diamond Jubilee* program on CBS-TV show, scheduled to start March 20 as replacement of *Meet Millie,* situation comedy it now sponsors on Tuesdays, 9-9:30 p.m. EST. Agency is Edward Kletter Assoc., N. Y.

Procter & Gamble Co., Cincinnati, replacing its two daytime CBS-TV programs, *Love Story* (Mon.-Fri., 1:30-2 p.m. EST), and *On Your Account* (Mon.-Fri., 4:30-5 p.m. EST), with serials, *As the Earth Turns* and *World Within,* respectively, effective April 2. Agency for P&G is Benton & Bowles, N. Y.

American Chicle Co., Long Island City, N. Y., is new alternate week sponsor of 30 minutes of ABC-TV's Saturday *Ozark Jubilee.* Chicle's sponsorship, in behalf of Beeman's Pepsin, Dentyne and Chiclets chewing gum, alternates with American Home Products and local sponsorships placed on co-op basis. Agency for American Chicle is Ted Bates & Co., N. Y.

Bayuk Cigars Inc., Phila. (Phillies and Webster cigars), through Al Paul Lefton Co., Phila., sponsor *Meet the Champions*—interviews of prominent sports figures by Jack Lescoulie—on limited NBC-TV eastern regional network, Fridays, 10:45 p.m. EST, or immediately following fight telecasts.

Keyes Fibre Sales Co. (molded paper and plastic products), N. Y., and Waterville, Me., launching campaign it claims "heaviest promotion by a paper plate manufacturer" May 14-Sept. 3 for Royal Chi-Net "Throw-Away" plates, and supported by 13-week participating sponsorship of *Marjorie Mills Hour,* woman's radio show on New England Regional Network. Agency is Charles W. Hoyt Co., N. Y.

Armour & Co. (Dial soap), Chicago, renews for 52 weeks alternate sponsorship of *George Gobel Show* on NBC-TV, Sat., 10-10:30 p.m. (EST), effective this fall. Agency: Foote, Cone & Belding, Chicago.

A&A SHORTS

RCA dealers will receive spot radio-tv scripts as part of RCA Tube Div.'s new advertising and merchandising program for RCA batteries.

National Retail Hardware Assn. is shipping Hardware Week promotion kits to 23,000 independent retail hardware stores. Kits contain recording of four singing commercials and are part of special radio-tv portfolio which includes other radio-tv material and complete instructions on its use. Agency is Bozell & Jacobs Inc., Indianapolis.

SCUDDER FOOD PRODUCTS Inc., Los Angeles, will begin a spot saturation campaign March 14 on 11 Los Angeles and San Diego stations for its Laura Scudder potato chips, with KNX Los Angeles carrying a major portion. Completing arrangements are (l to r), Edward F. Baltz, Mottl & Siteman agency, Los Angeles; Colburn Hull, Scudder sales manager, and George Stellman, KNX account executive.

AGENCY APPOINTMENTS

John Andre (drug and cosmetic products), New York, names Product Services, N. Y., to handle tv advertising for new product to be introduced this month.

M. Goldseker, realtor, Baltimore, Md., appoints Applestein, Levinstein and Golnick Adv. Inc., Baltimore. Radio will be used.

Church Point Wholesale Grocery Co., Church Point, La., appoints Aubrey Williams Adv. Inc., New Orleans, for T & T Wines.

Walter J. Klein Co., Charlotte, N. C., announces acquisition of following clients: Political campaign of Senator Ralph Scott, Burlington, N. C.; Charlotte Society of Optometrists, Charlotte; Terry Co., Asheville, N. C.; J. I. Case Farm Equipment Co., Charlotte; Va. Plastics & Chemical Co., Roanoke, Va., Nationwide Insurance Co. (regional tv only), and United Dairies, Gastonia, N. C., Kannapolis, N. C., Statesville, N. C., and Shelby, N. C.

A. C. Liepe Pharmacy Inc. (pharmaceutical products), Milwaukee, Wis., appoints Walker B. Sheriff Inc., Chicago.

Rosarita Mexican Foods, Phoenix, Ariz., appoints Goebel Co. Inc., same city, to handle national and regional advertising and merchandising for canned and frozen food lines.

Mennen Co., Morristown, N. J., appoints Grey Adv., N. Y., to handle Hair Creme, effective April 1. Agency already services Mennen's baby products, Quinsana and Skin Magic.

Flotill Products Inc. (fruit and vegetable packers and canners), Stockton, Calif., appoints The Biow Co., N. Y. Also retained: L. G. Maison Medical Agency, Chicago, to handle medical copy for Tasti-Diet foods. Former Flotill agency was Roy S. Durstine, Inc., S. F.

Freihofer Baking Co., Phila., names Gray & Rogers, Phila.

Allen Solly & Co. Ltd. (knitwear for men), London & N. Y., names Victor A. Bennett Co., N. Y.

RCA Custom Records Division, Camden, N. J., appoints Grey Adv., N. Y., effective immediately. Grey already services RCA Victor Records, NBC Radio and NBC-TV.

A&A PEOPLE

Carroll P. Newton, BBDO vice president, account supervisor and plans board member, and **J. G. Motheral,** vice president in charge of S. F. office, elected directors of agency. **Arthur C. Kammerman,** copy group head, BBDO, N. Y., elected vice president. **Richard L. Demmerle,** formerly a consultant with Booz, Allen & Hamilton to BBDO, N. Y., as account executive on E. I. DuPont de Nemours & Co. **Jean C. Harris,** former publicity director, *Living for Young Homemakers* magazine, Street & Smith, N. Y., to BBDO public relations department.

Henry A. Haines, vice president and head fiscal officer, Compton Adv., N. Y., elected to board of directors.

Raymond C. Stricker, formerly vice president at Ruthrauff & Ryan Inc., Chicago, and member of agency for 18 years, to Maxon Inc., same city, as vice president and account executive.

Robert O. Archer, vice president of Ruthrauff & Ryan Inc., Chicago, to Dancer-Fitzgerald-Sample Inc., same city, in similar capacity.

James C. Windham, vice president and controller of Schenley Industries Inc., New York, elected president of Blatz Brewing Co., Milwaukee, Schenley subsidiary. **Frank C. Verbest,** president and board chairman since 1946, continues as chairman.

James S. Morgenthal, Gordon Best Co., Chicago, and formerly with Grey Adv., N. Y., for 18 years, to Bresnick Co., Boston agency, as vice president and account supervisor.

George T. Sweetser, former publisher and currently member of executive staff, N. W. Ayer & Son, N. Y., elected vice president of agency.

H. Edward Lehman, media director, Maxon Inc., N. Y., to Victor A. Bennett Co., N. Y., as media director. He will also serve on agency's plans board.

John F. Van Deusen Jr., formerly with Grove Labs, St. Louis, and Cunningham & Walsh, N. Y., to The Biow Co., N. Y., as account executive.

Howard Gossage, account executive, Brisacher, Wheeler & Staff, S. F. agency, named director of tv production.

Paul J. Caravatt Jr., account executive, The Biow Co., to Ogilvy, Benson & Mather Inc., N. Y., in similar capacity.

Channing M. Hadlock, formerly radio-tv account executive, Quality Bakers of America, N. Y., appointed director of radio and television, Rose Martin agency, N. Y.

Arthur R. Penfield, assistant to director for outdoor-newspaper-magazine advertising, Theo. Hamm Brewing Co., St. Paul, Minn., named director of point-of-purchase advertising. **Vince J. Lonergan,** assistant to radio-tv director, appointed director of media.

Jim Spear, program director, WTAP (TV) Parkersburg, W. Va., appointed television production manager, Alvin Epstein Adv., Washington.

Marshall Hawks, formerly operator of own Baltimore agency, to Baltimore office of W. B. Doner Adv. Agency, Detroit.

Peg Harris, media department, Guild, Bascom & Bonfigli Inc., S. F. agency, named a media director.

William Weber, art director, Lennen & Newell, N. Y., re-joined Kenyon & Eckhardt, N. Y., as art supervisor. **Walter E. Grandberg,** former member of art department, Norman, Craig & Kummel, N. Y., to K. & E., N. Y., in similar capacity.

ONE OF A SERIES

What Makes a Radio Station Great?

SERVICE to Rural Listeners!

Venezuela Got Its Hogs

The Breeders Got a Premium

Murray Cox Got

Kudos

When representatives of the Venezuelan government recently came to Texas to buy 1080 purebred hogs they were faced with a problem. Within three weeks they had to locate an exact number of certain breeds in certain weights.

Head of the Texas Swine Breeders' Association thought immediately of Murray Cox, WFAA's well-known farm editor. Tracked down at Texas A & M College, Cox put out a hurry call on his farm program broadcasts.

Result: Venezuela got its hogs on time, the swine breeders got a premium on the sale, and Murray Cox added another "mission accomplished" to his long list.

Cox's excellent farm news and market reports are responsible for the fact that 42.1% of North Texans having a station preference say that the best farm news is on WFAA.* This is a mighty prosperous audience and a mighty productive market—we might add.

If you want to sell them — or any other North Texas market . . . ask your Petry man about WFAA.

*Whan Study — A. C. Nielsen, N.S.I.

WFAA

820 · 570

50 000 WATTS 5000 WATTS

DALLAS

NBC · ABC · TQN

WFAA

is a great radio station

Edward S. Petry & Co., Representative

JOHNSON BILL SEEMS SURE TO PASS; AMERICA FIRSTER DEMANDS EQUAL TIME

Sixty-seven senators have lined up behind majority leader's measure to eliminate some of the equal time problems created by the political broadcast laws. Meanwhile, Chicago splinter candidate claims broadcast time equal to Eisenhower's. Mutual awards facilities to Democratic demand.

PARTIAL RELIEF from the provisions of federal laws and rules subjecting broadcasters to the whims of minority candidates loomed last week as two-thirds of the U. S. Senate indicated support for legislative action.

This hope developed as a vivid example of the dilemma appeared in Chicago when Lar Daly, an America First candidate for the GOP nomination for President, demanded equal network time to answer President Eisenhower's broadcast explaining why he would stand for re-election [B•T March 5]. Mr. Daly also is a certified candidate for governor of Illinois.

Another instance of the pressures applied by law (Sec. 315 of the Communications Act) developed as Mutual Broadcasting System met a second Democratic request to answer the President by offering equal time to Paul M. Butler, Democratic national chairman. All networks denied Chairman Butler's first request for equal time but MBS heeded his contention that networks owed a "moral obligation' to provide free time. Sen. John J. Sparkman (D-Ala.) appeared for the Democrats last Wednesday (10-10:20 p.m. EST).

John B. Poor, MBS executive vice president, had offered the time to Chairman Butler "for a spokesman who is not a candidate for public office this year." He said MBS specified the speaker must not be a candidate on the ground a precedent would be set if a candidate spoke, with danger that a flood of free-time requests would come from opponents.

Other networks had not replied to Chairman Butler's request at the weekend.

Senate approval of the bill (S 3308) which would allow broadcasters to deny equal time to small minority and splinter party presidential candidates seemed virtually assured as the number of Senators co-sponsoring the measure rose to 67. Introduced by Senate Majority Leader Lyndon B. Johnson (D-Tex.), the bill would allow broadcasters to present presidential and vice presidential candidates of the major political parties on an equal time basis without being required to furnish equivalent time to candidates of such splinter groups.

The measure has been referred to the Senate Rules Committee. This committee meets Wednesday and is likely to report favorably on the measure, which then would be referred to the Senate Privileges & Election Subcommittee. A spokesman for the latter group told B•T last week that—in view of the heavy endorsement by senators and because extensive hearings on Sec. 315 (a) already have been held by the subcommittee in considering the Hennings bill (S 636) on election campaign laws [B•T, April 25, 1955, *et seq.*]—Senate leadership may request an early report, and the measure may go to the Senate floor without a subcommittee hearing.

The Johnson bill leaves Sec. 315 (a) intact as it regards all but presidential and vice presidential candidates. The parties of those candidates, to be eligible for equal time, must have polled 4% of the votes at the last presidential election or must present a petition with names totaling 1% of the vote at the past election.

The bill also would raise the legal ceiling for political committees from the present $3 million to $12.3 million and increase the amounts which may be spent on behalf of a candidate for senator or representative. It also would allow income tax deductions for individual contributions up to $100.

Sen. Johnson's bill, approved by the leadership of both Democrats and Republicans in the the Senate, is looked upon as a compromise between the present provisions of Sec. 315 (a) and a proposal by CBS President Frank Stanton. The Stanton plan (S 2306 in the Senate, HR 6810 in the House) would relieve broadcasters of the equal time requirements in presenting any candidate on news, forum, debate and similar type programs.

SEN. JOHNSON

A bill (HR 9668) identical to S 3308 has been introduced in the House by Rep. Stewart L. Udall (D-Ariz.). The measure is in the House Administration Committee.

The Daly request had networks and politicians in a dither at the weekend. His time request was made in letters to these network executives—Robert Sarnoff, NBC; Frank Stanton, CBS Inc.; Robert Kintner, ABC, and Harry Trenner, MBS.

His action had lawyers scurrying through law books and Illinois state records to see if there was some way out of the incongruous and compulsory offsetting of President Eisenhower with a qualified candidate of a splinter group.

Mr. Daly is director of an organization called America First Republican National Committee, which he claims operates in 42 states. Known as "Never Say Die Daly," he has been a candidate for President and for governor of Illinois for a score of years. His activities include such groups as America First, Daly Labs. and American Stool & Chair Co.

Text of Mr. Daly's identical letters to network officials follows:

"I am a candidate for the Republican nomination for President of the United States, and am officially certified as such for the Illinois Republican ballot, for the primary election to

HABIT STATION

'round the clock

...all 'round Detroit

WJBK

RADIO

Michigan's Most Powerful Independent Station •
10,000 watts day • 1,000 watts night • 1500 KC •
AM-FM • Tops in News, Music and Sports

A STORER STATION

Represented Nationally by THE KATZ AGENCY
National Sales Director, TOM HARKER
118 E. 57th, New York 22, MURRAY HILL 8-8630

be held on April 10, 1956. Activities in my behalf have been taken in six or seven states in the past three months, and are now being taken in three or four more states.

"On Feb. 29, 1956, President Dwight D. Eisenhower, over your network's facilities, spoke to the American people as a candidate for the Republican nomination for President.

"According to the FCC, 'only Republicans contending for the Republican Presidential nomination can demand equal time for reply.' This FCC statement appeared in press reports of March 1, 1956.

"I hereby request free and equal time of your network's facilities, the same as accorded President Eisenhower. I am prepared to meet with your designated representative, at his earliest convenience, to discuss arrangements.

"The Illinois Secretary of State, the county clerk of Cook County, Ill., or the chairman of the Chicago Board of Election Commissioners will verify the fact that I am an avowed and certified candidate for the Republican nomination for the office of President of the United States.

"Awaiting your reply, I remain,

"Sincerely yours,

"(Signed) Lar 'America First' Daly."

Mr. Daly told B•T he would appeal the case to the U. S. Supreme Court, if necessary. He described America First Republican National Committee as a combination of principles of the original America First Committee, For America, and other elements of an ultra-conservative GOP type. He professes loyalty to Gen. Douglas MacArthur and will support him as a vice presidential candidate.

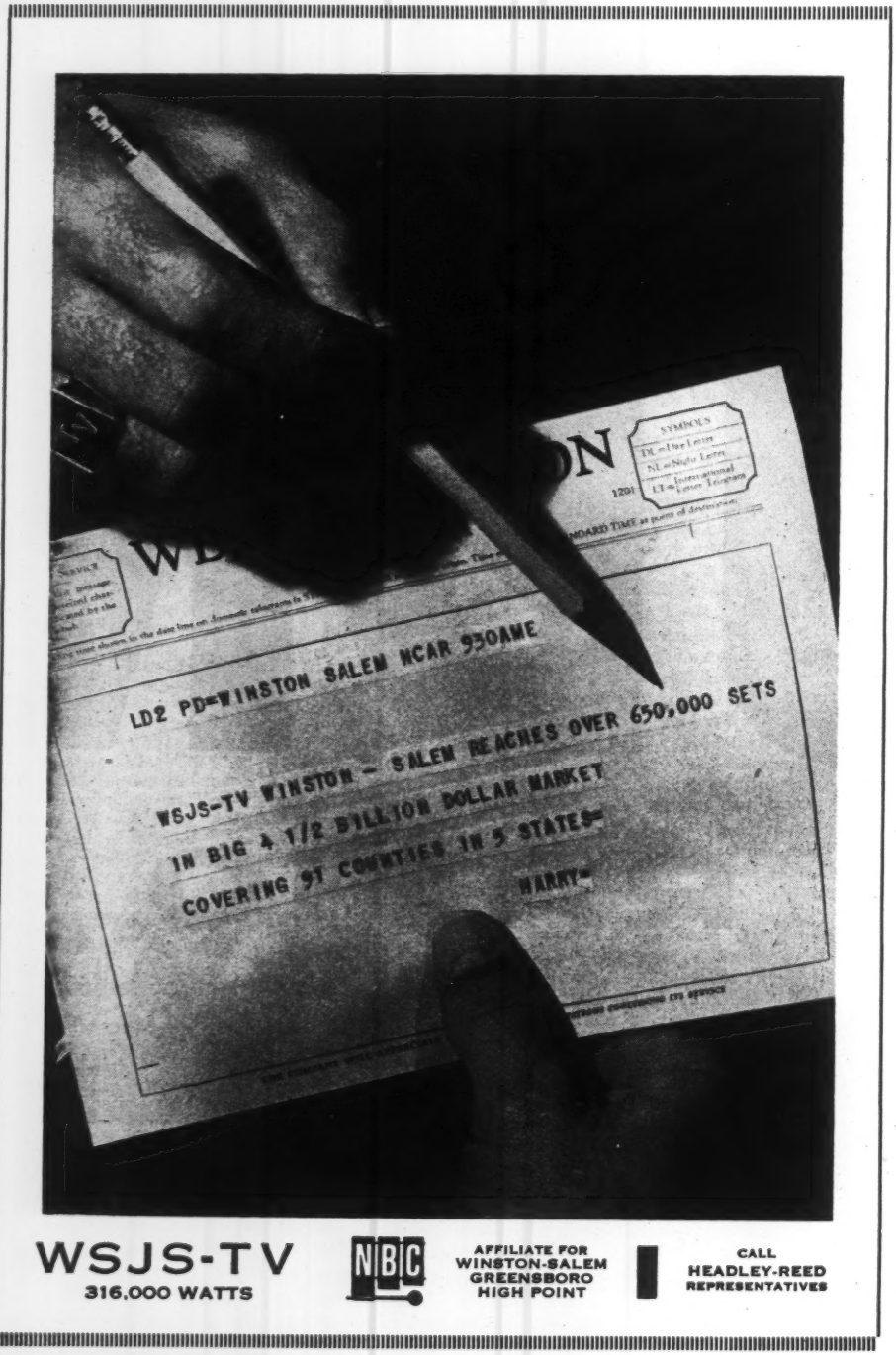
His headquarters are at 12022 S. Halsted St., on Chicago's far South Side. His office is a two-story brick building with an American Stool & Chair Co. sign and another proclaiming "America First." He is a jobber for stools and chairs. Reaching him wasn't easy, since phone calls brought busy signals via an automatic device. The key was in the lock of his door, with the postman instructed to leave mail for a variety of organizations and names such as Daley and Dailey as well as Daly.

While he uses the America First tag, he disclaims any association with Gerald L. K. Smith or Harry Romer, backers of the original America First (Christian Nationalist) movement.

"You can't do anything for this country unless you get into politics," Mr. Daly said, "and the Supreme Court guarantees equal justice under law." He asked B•T how much it would have cost President Eisenhower for his Feb. 29 time.

In his office Mr. Daly, a tall, articulate man, has data showing deadlines for state primaries. In past campaigns he is said to have promised to legalize horse betting, policy games, bingo and lotteries as well as to abolish some state and city sales taxes. He advocated greater protection for women against rape and strengthened law enforcement.

Chicago newspapers seldom recognize his activities. He once promised to paint the governor's mansion red, white and blue. He would "get America out of phony, spy-infested United Nations," support the Bricker amendment and attack Communism in a variety of ways.



ABC Outlets Planning To Tutor Tv Politicos

State and local level candidates to be offered free instruction in proper tv delivery techniques.

TV coaching schools to instruct state and local political candidates in how to use television in campaigning will be conducted by ABC-TV affiliates across the country, network officials are announcing today (Monday).

They said affiliated stations have reacted "enthusiastically" to the plans, which are being announced jointly by John Daly, ABC-TV vice president for news and public affairs, and Alfred R. Beckman, national director for station relations.

Purpose of the "schools"—which will use

Politicians in Red

WRCA-TV New York, which plans to "occasionally" colorcast public affairs events during the remainder of this election year, announced Thursday it had postponed its closed-circuit "Candidates Color Clinic" for two weeks. Scheduled for this past Friday, the "clinic" was changed to March 23. Reason for the change in dates, according to Bill Berns, WRCA-AM-TV director of news and special events, was a sudden increase in demand for attendance by "prospective candidates." The color clinic, which will instruct politicians or politicians-to-be in lighting, costuming, make-up, stage presence and prompting, is open to all "comers" from the New York, New Jersey and Connecticut areas served by the ch. 4 outlet.

How to Raise a Rating
(legitimately)

Ans. **Put your program on WMT-TV.**

Here's what we mean:

Of the top fifteen once-a-week shows in WMT-TV's 25-county area (all of which, by the way, were on WMT-TV), fourteen of them had higher ratings on WMT-TV than they did nationally.

	Program Average Rating		
	WMT-TV		Nationally
Program	Cedar Rapids	25-County Area	
$64,000 Question	57.0	49.0	51.9
I Love Lucy	53.3	43.9	39.1
Ed Sullivan	51.4	43.0	40.0
I've Got a Secret	48.8	39.9	27.3
Person to Person	46.0	39.0	22.4
Godfrey and His Friends	40.6	38.3	21.2
What's My Line	42.2	37.9	23.2
Lineup	41.2	37.7	21.5
Millionaire	45.5	36.7	19.7
Ford Theatre	48.0	36.5	23.9
You'll Never Get Rich	44.8	36.5	20.5
Private Secretary, Jack Benny	41.2	35.9	26.5*
Honeymooners	39.0	35.5	30.1
Meet Millie	43.0	35.5	19.0
Playhouse of Stars	44.3	35.5	22.3

**Benny only*

Cedar Rapids and area ratings, Nov. 9-22, 1955; national ratings, Nov. 1-7, 1955; Pulse.

WMT-TV Mail Address: Cedar Rapids
CBC Channel 2 Maximum Power

National Representatives: The Katz Agency

newsmen of the stations' own staffs as "faculty" —was described thus by Mr. Daly:

"Most of the big names in politics, running for national offices, are television veterans. But on the local and state levels, there are hundreds of candidates—for judgeships, state legislatures, city posts, some even for Congress —who never have appeared before a tv camera, but who will want to use television in their campaigns this year. It is primarily for their benefit that the ABC-TV stations are setting up these schools."

There is no charge for the "courses." The stations no doubt feel, however, that candidates taking advantage of them will be inclined to spend more of their tv money there as a result.

Each of the participating stations will brief candidate-students on tv production and general procedures, show problems of camera distortion and accentuation, demonstrate right and wrong ways of taking cues, etc., show good and bad mannerisms, and offer "practice sessions" in which the candidate can watch his performance on a tv monitor. Station news or program directors will also lecture the "classes" on general do's and don'ts. If the candidate wants to return for a "refresher" or "post-graduate course," officials said, the stations have indicated willingness to giv additional instruction.

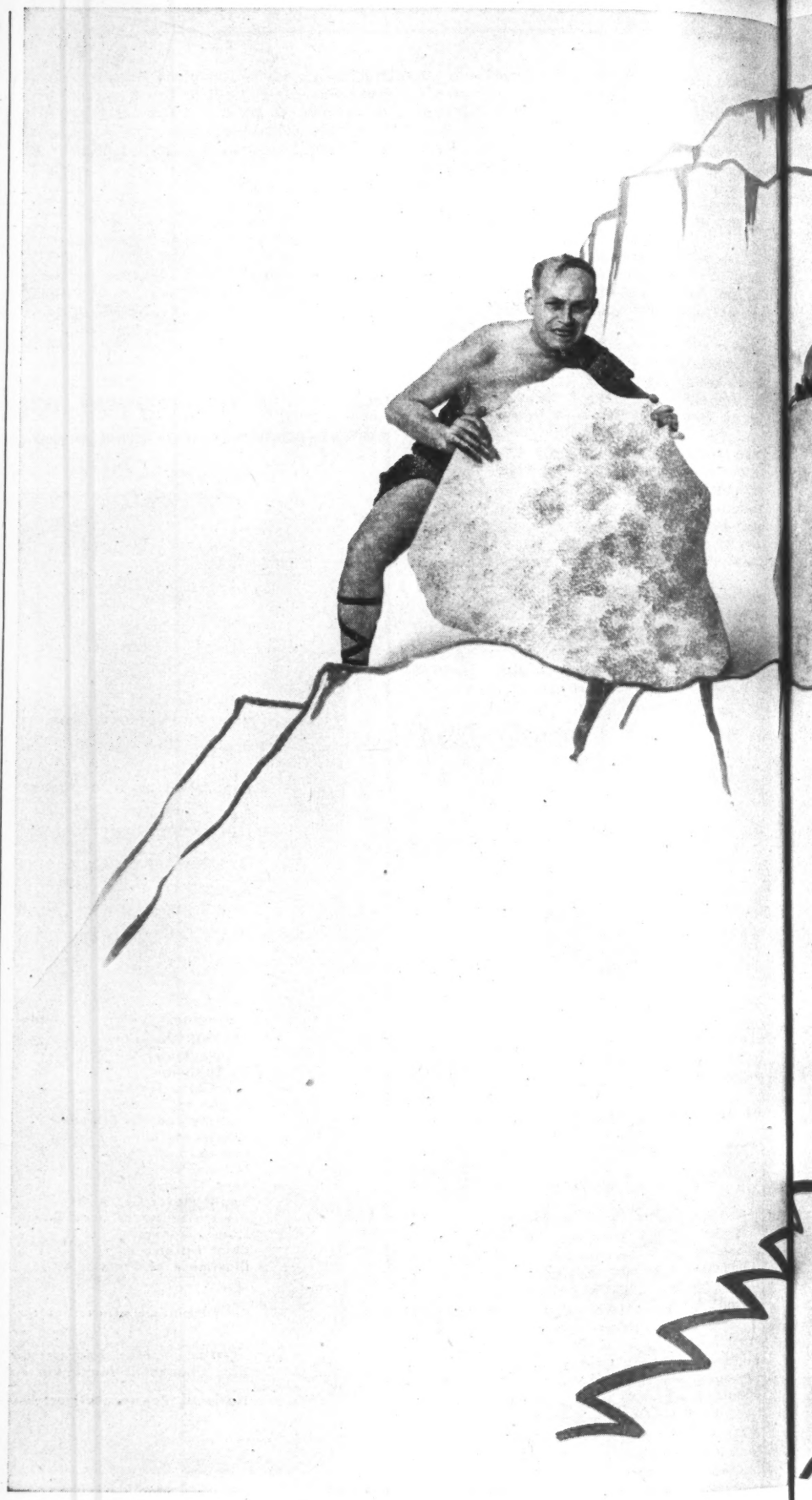
ABC-owned tv stations already are getting their "schools" organized, network officials reported. Robert L. Stone, general manager of WABC-TV New York, plans to use members of Mr. Daly's news staff as instructors. Sterling C. Quinlan, vice president in charge of WBKB (TV) Chicago, has named Con O'Dea, news and special events head, to direct the school there. James H. Connolly, vice president in charge of the San Francisco office, has appointed Russ Baker, program manager of KGO-TV San Francisco, to run that station's school. Selig J. Seligman, general manager of KABC-TV Hollywood, has designated News Director Pat O'Reilly and Program Director Hunt Stromberg Jr. to organize the operation, and James G. Riddell, president and general manager of WXYZ-TV Detroit, also has news and program leaders in charge.

Among affiliates, Bob Hendrickson, program director of WLWA (TV) Atlanta, was quoted as saying "this is an excellent idea and we will offer this service." Ashley L. Robison, general manager of KCCC-TV Sacramento, gave it "full approval, backing, and cooperation." John Schile, general manager of KLOR-TV Portland, Ore., said it "sounds good, and we will go along."

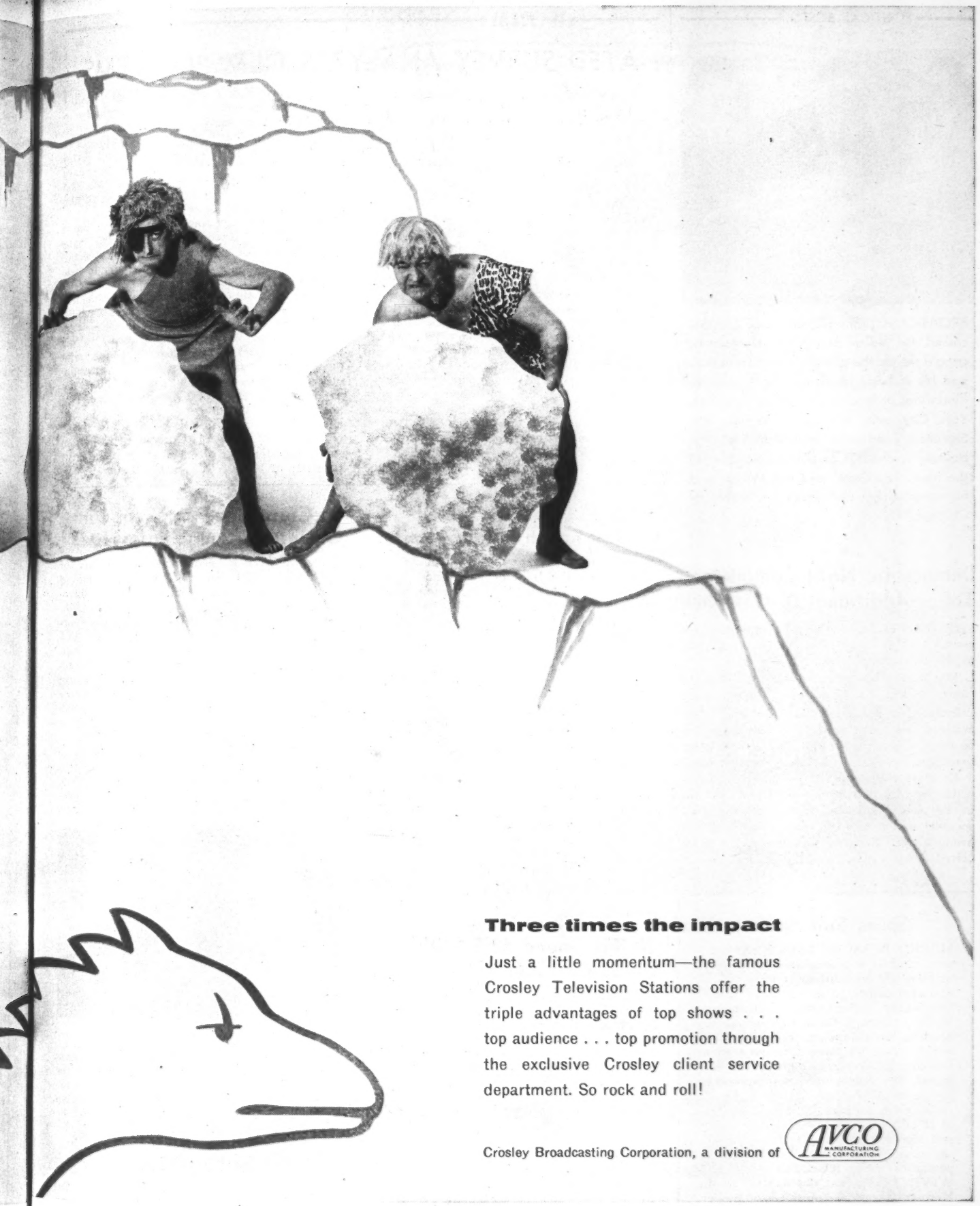
Others quoted by ABC as having indicated they will participate were Fred Weber, general manager of WHTN-TV Huntington, W. Va., who said Marshall College and local high schools may join in presenting the course at his station; Martin Umansky, general manager of KAKE-TV Wichita, Kan.; George Koehler, manager of WFIL-TV Philadelphia; Louis J. Appel Jr., manager of WSBA-TV York, Pa., and James L. Harper, director of operations for WSIX-TV Nashville, Tenn.

Convention Accreditation

THE political conventions committee of the Radio-Tv Correspondents Galleries of Congress has mailed out applications to radio-tv stations for use in requesting credentials to the Democratic and Republican national conventions in August, it was announced last week. Deadline for return of the applications is April 15. Requests for hotel space should be addressed to the respective national committees [B•T, March 5].



SALES OFFICES: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Miami



Three times the impact

Just a little momentum—the famous Crosley Television Stations offer the triple advantages of top shows . . . top audience . . . top promotion through the exclusive Crosley client service department. So rock and roll!

Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

WLW-T *Cincinnati* **WLW-D** *Dayton* **WLW-C** *Columbus*

BROADCAST plans for the year are discussed by Adlai Stevenson, Democratic candidate for the presidential nomination, and his radio-tv team, Melvin Helitzer (l) director of programs emanating from New York City, and William P. Wilson, Mr. Stevenson's advance representative. Mr. Helitzer is director of public relations for the Ideal Toy Corp. and Mr. Wilson is a former producer and writer for WBBM-TV Chicago.

Democratic Nat'l Committee Takes Additional D. C. Office

THE Democratic National Committee has moved several of its functions in Washington to the third floor of the LaSalle Bldg., 1728 L St., N. W., according to Jack Christie, tv-radio director.

Included in the move from the 1001 Connecticut Ave. site to the LaSalle Bldg. will be the committee's tv-radio division and office space for representatives from Norman, Craig & Kummel, New York, the committee's agency, when they are in Washington. Other activities in the move will be the treasurer's office, speakers bureau and the fund-raising campaign headquarters. All mail will continue to be received at the Connecticut Ave. address.

Spots Suit Sachs

MORRIS B. SACHS, Chicago city treasurer, clothier and long-time radio-tv advertiser, will concentrate on radio saturation spot campaign in a bid for Illinois Democratic gubernatorial nomination. Wesley, Heyne & Cuca, Chicago agency handling his campaign, is buying 40-60 weekly spots on three Chicago stations and over 20 downstate outlets. It's estimated Mr. Sachs, who has sponsored *Sachs Amateur Hour* on radio for 22 years and tv for eight, will place 60-70% of an estimated $50,000 budget in broadcast media. He launched his downstate campaign last week with "paid time" appearances on WICS (TV) Springfield, WTVP (TV) Decatur and WPRC Lincoln. Norman Heynt, vice president of Wesley, Heyne & Cuca and producer of *Sachs Amateur Hour*, is serving as personal advisor to Mr. Sachs.

NATFD SURVEY ANALYZES FILM PROBLEMS

Answers to questionnaire indicate late arrival of film and repairs to damaged film create biggest film room headaches.

LATE ARRIVAL of films and repairs to damaged films cause the most trouble in film room operations, according to a survey by the National Assn. of Tv Film Directors. Results of a questionnaire sent every tv station were announced by Bill Cooper, film director of WJAR-TV Providence, R. I.

Besides late arrival (33%) and damage (33%), 10% of the answers mentioned editing to fit time slots, 10% blocking out old cues and 8% had trouble with syndicated shows not marked for commercial inserts. Other troubles included dirty film; lack of time to preview, keep records or make last-minute changes; requests to trans-ship film with no shipping cases provided, and lack of directions about spots when schedule is completed.

As to cueing, Mr. Cooper reported 24 different methods were listed; 38% use 5 & 1 sec; 14% use audio and visual cues only, and 5% each use 9 & 7 & 2, 10 & 5 & 1 and 3 & 1. The association, formed originally to simplify cueing, seeks station cooperation to standardize the 5 & 1 sec. cue to reduce print damage, print replacement costs and extra handling. Ninety-one percent said they have abolished hand-type punch cuers and 51% said they placed Society numbered leaders on all film used.

As to records for transhipment, 49% use a card file, 40% a shipping ledger, 5% have notices posted on film room walls and 3% use a daily shipping report. Other methods include colored cards that travel with films, special shelf for shipping cases, typed labels, permanent shipping schedules, and file of express waybills.

What do stations want? These ideas were supplied—40% want a standard cue, 22% ask for better checking by distributor for print quality, 12% want a better system for transhipments, 8% have a cleaning problem, 5% want a standard method of shipping charges, 3% need new equipment better suited for tv use, and 3% want a standard type of leader. The first issue of an NATFD newsletter on film room operation was distributed by Jim Bently, formerly of KCEN-TV Temple, Tex.

Ad Agency Setup Copied In New Roach Studios' Units

FORMATION of separate creative units, designed along the lines of ad agency account representatives, features an expansion planned for the Hal Roach Studios commercial division, Sidney S. Van Keuren, vice president-general manager of the Hollywood production firm, announced.

Four such units are planned, to be headed by Cecil Underwood, managing director, and Jack Reynolds, production head. They will be housed in a new $210,000 commercial studio designed exclusively for telecommunication production, to be constructed on the Roach lot. The personnel units will be composed of liaison executive, creative artist and production staff tailored to service individual accounts.

Roach executives are currently in New York seeking available studio sites for the east coast part of the expansion. They also have begun plans for a sales staff to service midwestern and eastern clients, to be headquartered in New York. An overall 110% personnel increase is planned for the commercial division, caused by a 55% increase in telefilm sales, a company spokesman said.

10 Tvs Spend $2.5 Million On Screen Gems Film Package

IN A SERIES of transactions said to represent more than $2.5 million in gross billings, Screen Gems Inc., New York, last week announced the sale of its Hollywood Movie Parade package of 104 Columbia Pictures feature films to 10 tv stations. Previously SG had sold the films to WCBS-TV New York for more than $700,000 [B•T, March 5].

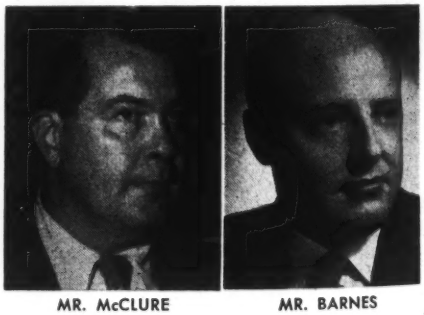
Robert H. Salk, Screen Gems director of sales, said the films, produced before 1948, will start on some of the stations in early April. The stations which bought the package are: KTTV (TV) Los Angeles, KRON-TV San Francisco, KFJZ-TV Fort Worth, Tex., KCMO-TV Kansas City, WOW-TV Omaha, Neb., WTTV (TV) Indianapolis, KCRA-TV Sacramento, Calif., KOB-TV Albuquerque, N. M., KUTV (TV) Salt Lake City, and KSYD-TV Wichita Falls, Tex.

McClure Becomes Film Dir. Of International Latex Inc.

DON McCLURE, general sales manager of Bonded Tv Film Service, New York, moved to International Latex Inc. last week as director of film, and Wade Barnes, former southwest area sales manager of General Teleradio's film div., was named to succeed him.

Mr. McClure is widely known in broadcasting, currently serves on the Radio & Tv Executives Society board of directors and is chairman of the RTES workshop committee. Before joining Bonded, he was associate producer with Owen Murphy Prods., New York.

Mr. Barnes started in radio in 1937, subsequently serving with WTAM Cleveland, WCAU Philadelphia, World Broadcasting System, NBC's Recording Div., and, in 1949, with RCA Recorded Program Services as sales manager. He later was a senior account executive with Foote, Cone & Belding in Texas and covered the southwest sales territory for the former Consolidated Tv organization before joining General Teleradio. His affiliation with Bonded was announced Thursday by President Chester Ross.



MR. McCLURE MR. BARNES

DuMont Selling Commercials

DUMONT BROADCAST Div. has reported it is handling sales of film commercials produced by Famous Studios, New York, subsidiary of Paramount Pictures Corp. A DuMont spokesman said that this move does not signify that DuMont is entering the film syndication field.

2 heads are better than 1

ESPECIALLY when they're watching your commercials

and in the Portland, Oregon Market **KOIN-TV** delivers **2½** times the audience of the other two stations combined

★ All top 15 weekly shows
★ 9 of the top 10 multi-weekly shows
*November 1955 ARB, 19-County Portland Market

TOP RATINGS • TOP COVERAGE • TOP VALUE
HIGHEST TOWER • MAXIMUM POWER

KOIN-TV Channel 6

PORTLAND, OREGON

Represented Nationally by CBS Television Spot Sales

VIDEO BORROWS THE SNEAK PREVIEW

An old Hollywood custom is put to use for filmed television series by ABC Film Syndication and Brisacher, Wheeler & Staff agency, each using a different technique with successful results.

DISTRIBUTOR'S DIAGNOSIS—

SNEAK PREVIEWS, for many years an important part of motion pictures, now have made their way into the television industry.

ABC Film Syndication, in an effort to show advertisers that its new *The Three Musketeers* film series is destined for high audience acceptance, has conducted a test of the series on WNHC-TV New Haven, Conn., chosen because the station covers an area combining rural, urban and suburban residents. Following the showings, set owners were solicited for comments—both by mailed questionnaires and by on-the-air invitations from the station.

Only $250 was invested in the audience research study, and ABC Film Syndication executives believe they have come up with a set of conclusions that will prove most helpful to advertisers and their agencies.

To insure impartiality, the study was conducted by the Fordham U. Dept. of Communication Arts in collaboration with Robert Galen, research manager of ABC Film Syndication.

Questionnaires were mailed to people whose names were selected on a random basis from the New Haven and Hartford telephone directories. They were asked to watch the preview on WNHC-TV on Feb. 5 (1-1:30 p.m. EST.) and then to fill out and return the questionnaire. WNHC-TV, meanwhile, asked viewers to watch the "sneak preview" and invited mail comments, comprising the second part of the study.

ABC Film Syndication believes its study is an accurate indication of the likes and dislikes of WNHC-TV viewers, and by projection, of the audience throughout the country. Fordham U. mailed out 1,917 questionnaires, of which 1,885 were delivered. Total responses amounted to 149, representing 9.1% of the number delivered. ABC Film Syndication concluded that the responses represented a valid cross-section of the viewing public, pointing out that about 10% of the recipients did not own tv sets and sets in use for the time period totalled about 20%. It estimated that the potential audience was about 500 for the total mailing, with the 149 responses representing about 30% of the potential andience.

In response to specific questions posed in the questionnaire, according ABC Film Syndication, it was indicated that *The Three Musketeers* is:

- A program which is above average, with the show rated excellent, above average, or average by 95.1% of the respondents.
- A program which is better than most popular programs.
- A program which has a star that the viewers like. Some 91% liked Jeffrey Stone.
- A program which is good entertainment for the entire family. More than 89% of the people considered *Musketeers* good family entertainment.
- A program which will build a loyal audience. Almost 90% of the respondents said they wanted additional episodes.

More than 100 pieces of mail were received by WNHC-TV, of which 94% liked the program and 66.6% expressed a desire to see additional episodes of *Musketeers*.

AGENCY'S APPROACH—

TO OBTAIN a representative reaction to new tv film properties, Brisacher, Wheeler & Staff agency has inaugurated a system of sneak previews in its San Francisco office whereby prints of new programs being considered for use are shown to a pre-selected group of agency personnel, from account executives to clerical staff.

After the showings, which are held during lunch hours, questionnaires are passed out and the viewers are asked to make comments. These questionnaires then are evaluated by Howard Gossage, head of the BW&S television department, for consideration in future agency recommendations.

The agency describes the procedure this way:

"A notice is sent to the entire staff, generally on the day preceding, which requests general attendance. Individual invitations to the control group are made in person, and in this control group we try to obtain, insofar as is possible within the agency group, a representative cross-section from the people of various economic backgrounds, social strata and intellectual capabilities. We get homemakers, non-homemakers, family men and bachelors."

Questions asked on the form include:

"From the standpoint of a television viewer, *forgetting for the moment that you are a member of an advertising agency staff*, how would you rate the program you have just seen? Excellent? Good? Fair? Poor?

"In your considered judgment as a member of an advertising agency, how would you rate the program you have just seen? Excellent? Good? Fair? Poor?

"With what client, if any would you relate this type of show?

"Would you recommend this show for a client you may have named above or for any of our clients?

"If this show has appeared on the air before—have you seen it? Have you made a point of watching it before?

"Would you make a point of viewing this show if it appeared on the air?

"To what audience do you think this show would most appeal? (You may check multiple categories) Male? Female? Teens? Juvenile? Older? Younger? Married? Single?

"With what show now on the air would you compare this show? How does it compare? Better? Poorer?"

The agency sums up the value of the previews in this manner:

"First, they provide this department with an opportunity to present account executives the programs available to them for their accounts in a manner somewhat more dramatic than is usually the case.

"Second, they provide documented ammunition for the department in selling a departmental recommendation for a show to an account executive and possibly, at a later date, to a client.

"Third, they provide a good opportunity for the vendor to display and discuss his wares, thus assuring us a high screening priority when new shows come on the market. This, of course, presupposes we can and do buy some of the shows screened."

Editorial Film Takes Time, Large Staff, Says Salomon

WHAT does it take to produce 53 minutes worth of editorial film material?

Henry Salomon, producer of NBC-TV's *Project 20* series, supplied B•T with these statistics:

The idea for an hour-long program on the rise and fall of Adolf Hitler—to be shown Wednesday night at 9-10 p.m., EDT—was born five years ago during the filming of Mr. Salomon's prize-winning *Victory at Sea* series and took over four years of basic research to begin with before the *Project 20* staff could go ahead with actual production. Then, it took a staff of more than 15 people close to 3,000 man-hours to initially screen 90 million feet of film footage. Out of this, 15 million feet were "rough material." Third and fourth screening cut the figure down to five million feet. Out of this, 150,000 feet were ordered from sources that included official government agencies of the U. S., France, Great Britain, West Germany, U.S.S.R., confiscated war films, private collections and commercial motion picture companies. First editing left 25,000 feet out of which 4,770 feet were left after some 14 editorial sessions. Additional time was put in logging up flights between New York and various European capitals, Mr. Salomon said.

Aside from newsreel and war combat films, the *Project 20* staff sat through a crop of German-produced films that filled in gaps not otherwise recorded.

New Appointments Announced By Fred A. Niles Productions

ADDITIONAL key appointments at Fred A. Niles Productions Inc., Chicago and Los Angeles, have been announced by President Fred A. Niles [B•T, AT DEADLINE, Feb. 13]. They include Robert Boutier, formerly J. Walter Thompson Co., as art director; Frank Richter, formerly with Encyclopedia Britannica Films and CBS, as chief sound engineer; Tom Ryan as production manager; John Reese, supervising editor; Edward E. Katz, formerly with Eddy Arnold Co., as controller, and Gray Stafford as assistant director.

Rogers Keene will supervise production and William E. Harder will be unit director on Oral Roberts evangelist series now being filmed by Niles and seen on 147 stations. New company also has effected agreement with George Nasser, owner of General Service studios, for use of sets and crews now engaged on other Hollywood tv film properties.

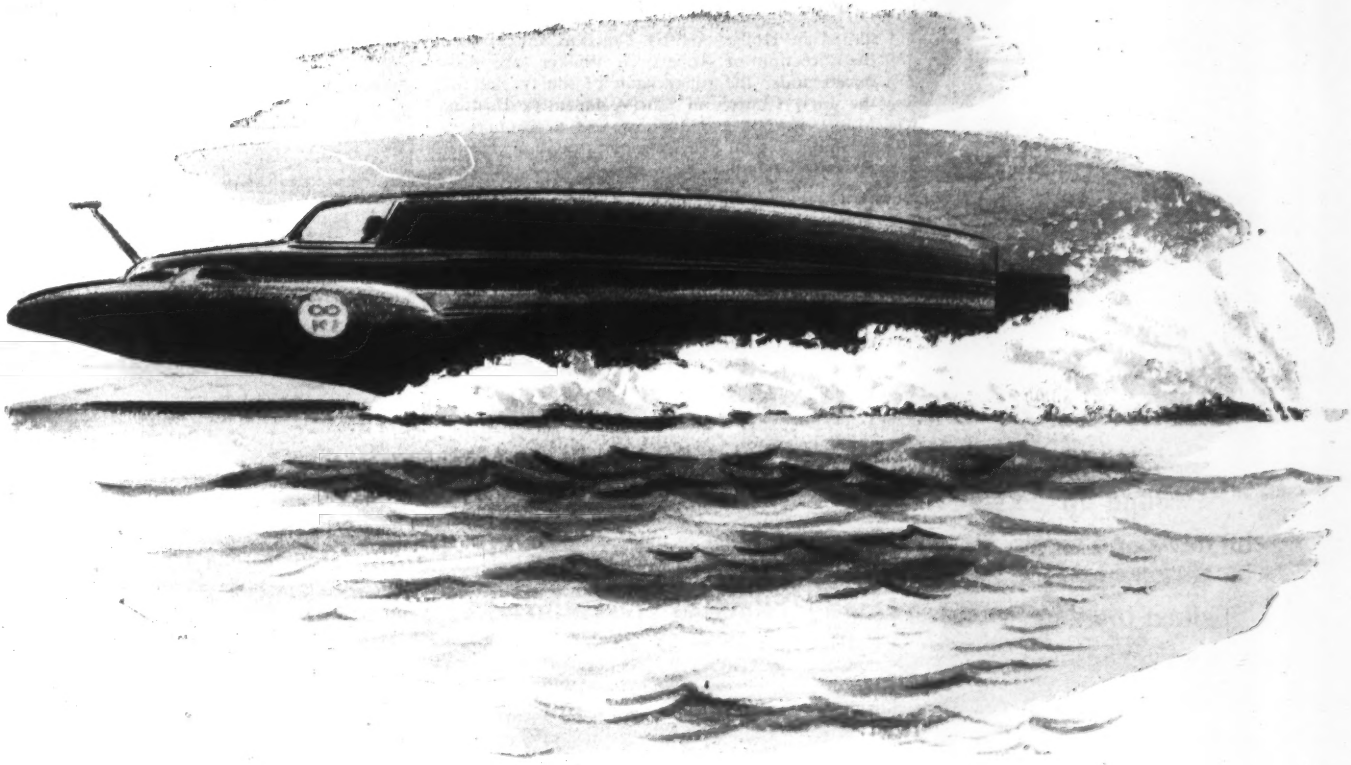
Niles Productions also reported it had received $500,000 worth of new business since it started operation as a tv production firm last Dec. 12 and anticipates a volume of $1 million by the end of this year.

Christian Scientists Release Second Group of Tv Films

THE RELEASE of a second group of Christian Science tv films was announced last week by Will B. Davis, manager of Christian Science Committees on Publication.

More than 160 television stations have broadcast the initial 13 programs in the series *How Christian Science Heals* since they were first released last September.

Documented examples of "the solution of character, business, health, and other problems" are described in the 15-minute programs, performed by non-professionals. The programs,



You Might Go 239.5 MPH in a Speedboat—*

BUT . . . YOU NEED WKZO RADIO TO SET RECORDS IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN!

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1955
SHARE OF AUDIENCE
MONDAY—FRIDAY

STATIONS	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	41%	37%	35%
B	18	17	16
C	10	12	11
D	10	9	7
E	8	7	8
OTHERS	14	18	24
Sets-In-Use	20.1%	20.2%	17.5%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

WKZO—CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan—is one of those very few radio stations that have *overwhelming* audience preference in its area.

Its use is really essential, as shown by the Pulse figures, left. They credit WKZO with more than TWICE as many listeners as the next station, *morning, afternoon and night!* WKZO actually leads in all 72 quarter hours measured.

Avery-Knodel has the whole story.

AM – TV – FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

**Donald Malcolm Campbell set this world's record at Boulder City, Nevada, in November, 1955*

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Garrulous Gus

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wound up
on news and views,

Talked too long,
Missed cut-off cues!

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Channel 36
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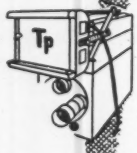


WINK-TV
Channel 11
Ft. Meyer, Fla.

*Trademark registered U. S. Pat. No. 2835373 Other Patents Pending

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

filmed in Hollywood by Cinefilm Inc., under the direction of Robert G. Walker, are produced under the supervision of the tv staff of the First Church of Christ, Scientist, Boston, Mass. Radio programs of the denomination currently are on 800 stations throughout North America and overseas.

TPA to Launch New Series

NATIONAL SALES meeting will be held by Television Programs of America March 19-25 at New York's Chatham Hotel in conjunction with the syndication introduction of TPA's newest filmed anthology series, *Stage 7*, Executive Vice President Michael M. Sillerman announced last week. William Finesnriber Jr., vice president for New York; Hardie Freiberg, eastern region vice president; Bruce Eells, western division vice president, and Leon Bernard, midwestern division manager, will attend along with all TPA account executives. *Stage 7* is sponsored by Standard Oil of California, through BBDO, in 16 markets in nine western states under the title *Chevron Hall of Stars.*

Guild Films to Australia

GUILD Films Co., New York, has announced that the Australian Broadcasting Commission has signed a three-year contract calling for rights to five Guild tv film programs for telecasting in Melbourne and Sydney. The Australian tv outlets are expected to go on the air this fall.

The agreement provides for 112 *Liberace* episodes, 65 *Life With Elizabeth* films, 39 *Florian ZaBach,* 39 *Frankie Laine* programs, and 26 *Joe Palooka* episodes.

FILM SALES

Sterling Television Co., N. Y., reports sales of its cartoon library to WGEM-TV Quincy, Ill.; children's film package to WBRE-TV Wilkes-Barre, Pa.; *Sports on Parade* to WEAU-TV Eau Claire, Wis.; *Texas Rasslin'* to WTVP (TV) Decatur, Ill., and *Tales of Tomorrow* to KTSM-TV El Paso, KTVH (TV) Hutchinson, Kan., and WJAC-TV Johnstown, Pa.

Dawson's Brewery, New Bedford, Mass., signed for sponsorship of Ziv TV's *Man Called X* on WBZ-TV Boston starting April 16, brings to total of seven number of regional brewers backing series. Sponsorship was placed through Reingold Co., Boston.

Inter-Tv Films Ltd., Montreal, has sold *This Is Your Music* filmed series to Marven Biscuit Co. and Harbour Tea and Coffee, both Montreal, for showing over CBHT-TV Halifax, N. S.; CKCW-TV Moncton, N. B., and CKSO-TV Sudbury, Ont. Agency is Harold F. Stanley Ltd., Montreal.

FILM RANDOM SHOTS

Ely Landau Inc., N. Y., wholly-owned subsidiary and production arm for National Telefilm Assoc., N. Y., announces name change to National Telefilm Productions Inc.

Rapid Film Technique Inc., N. Y., film rejuvenation-preservation specialist firm, has opened new laboratory and transferred executive offices to 37-02 27th St., Long Island City, N. Y. Company maintains service office at its old address: 21 W. 46th St., N. Y.

BEZ Inc., N. Y., has been established by Barry & Enright Productions, N. Y., and songwriter Hy Zare to produce animated films, including tv commericals, public service entertainment and industrial motion pictures. Bez Inc. has established offices at 667 Madison Ave., N. Y. Telephone: Templeton 2-8600.

LOUIS F. GARRARD, president, American Brewing Co. (Regal Premium beer), Miami, signs for the *Crunch & Des* series for four Florida markets, marking American's first sponsorship of a tv program. Also present were (l to r), Sherman Adler, NBC Television Films; George H. Smith, television director, Tally Embry advertising agency, and T. H. Embry, Tally Embry president.

WEWS (TV) Cleveland is making available filmed program "Hands That Saved a World" for showing during Lent.

FILM DISTRIBUTION

Fifeshire Motion Pictures Co., Toronto, Ont., is offering two Canadian-produced 15-minute film series to Canadian, U. S. and British tv advertisers. *Sports College* is based on popular Canadian radio sports program and *Memo From Rosemary* is woman's program. Fifeshire Motion Pictures is subsidiary of Joel Aldred Ltd., Toronto.

Alfred LeVine, Chicago, has acquired exclusive distribution rights to *Let's Go Golfing* film series from Photo Enterprises Inc., Wichita Falls, Tex. Titled *Byron Nelson, Golf* and comprising 13 quarter-hour programs, series was originally produced and distributed by Photo Enterprises in 1955.

Commonwealth Film & Television Inc., N. Y., tv film distributor, announces it will make available to tv stations United Artists' "As You Like It." Shakespeare film starring Sir Laurence Olivier was released for motion picture theatres in the 1930's.

FILM PEOPLE

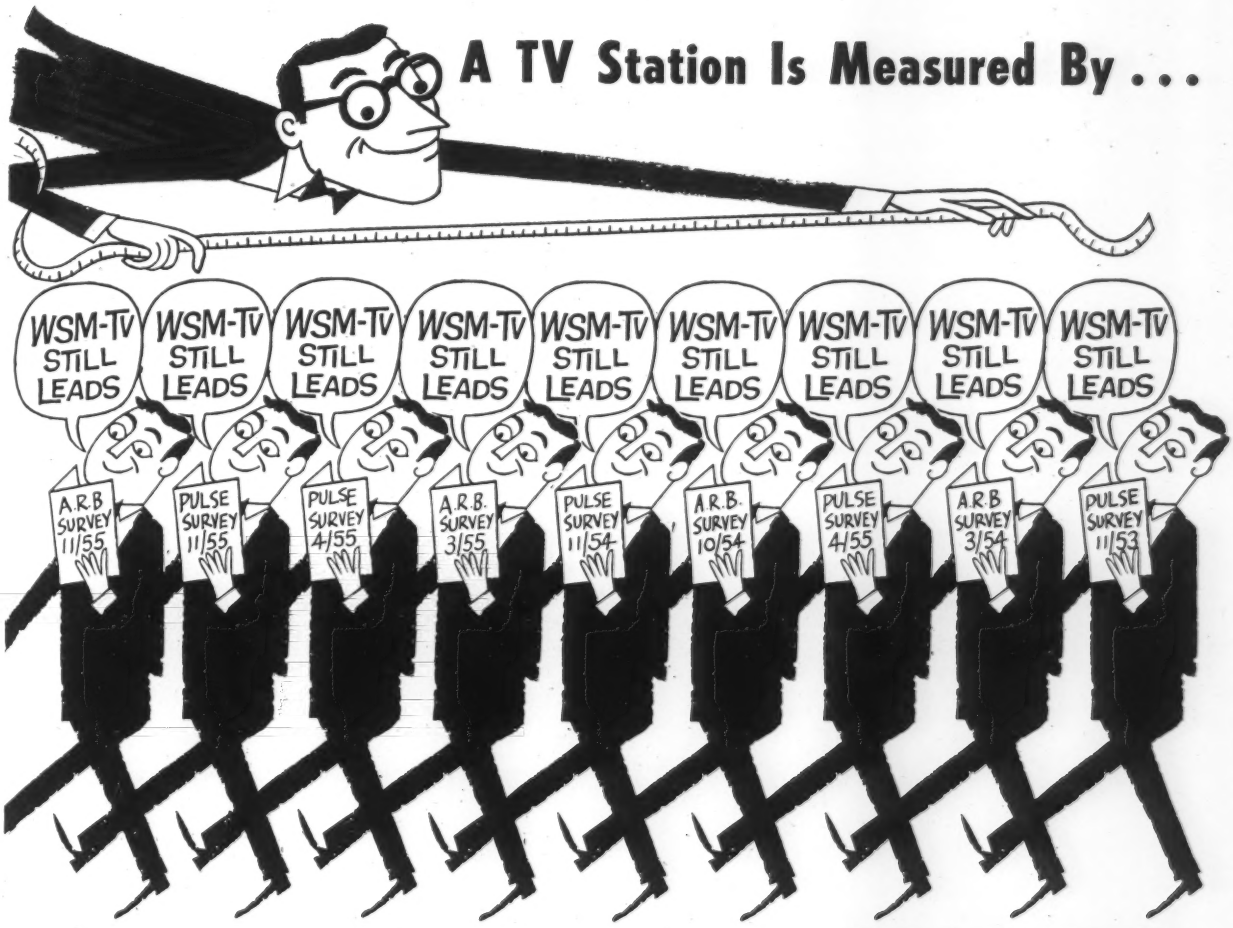
Wade Barnes appointed general sales manager, Bonded Tv Film Service Inc., N. Y., succeeding **Don McClure,** moved to International Latex Inc., N. Y., as director of film.

Wells Bruen, supervisor of station relations, Official Films, N. Y., assuming additional duties as assistant sales manager of company.

Georgia McCarty, formerly publicity and merchandising director, WORZ Orlando, Fla., and WVEC-AM-TV Norfolk, Va., appointed supervisor of audience promotion, MCA-TV Film Syndication Div., N. Y.

Gerd Oswald, director of CBS-TV *20th Century Fox Hour*'s production of "The Ox-Bow Incident," signed by Screen Gems Inc., L. A., to directorial contract.

A TV Station Is Measured By . . .



. . . Its AUDIENCE!

Of the top **10** shows in this three-station market, **7** are on WSM-TV . . . *Survey by A.R.B., November, 1955*

That's the latest in a long parade of ratings — all of which showed WSM-TV far out in front. By every audience yardstick, WSM-TV is clearly Nashville's # 1 TV station — and always has been. A rating of this market by The Pulse, Inc., was taken also in November, 1955, immediately preceding the A.R.B. rating cited above. Using a much larger sample of homes, it reflected even more favorably on WSM-TV, reporting that 9 of the top 10 multi-weekly shows and 10 of the top 15 once-a-week shows are on WSM-TV.

And when it comes to comparing TV stations, there's no substitute for audience.

There *are* other important yardsticks, of course — coverage, sales results, experience, initiative, public service, and programming (to name just a few). In these respects, too, WSM-TV still leads. For proof of this, watch for our sequel ads in this "Measuring A TV Station" series.

WSM-TV

Channel 4 Nashville, Tennessee
NBC-TV Affiliate
Clearly Nashville's # 1 TV Station
IRVING WAUGH, Commercial Manager
EDWARD PETRY & CO., National Advertising Representatives

MAJOR BATTLES BEGUN BY BOTH SIDES IN AFM HOLLYWOOD LOCAL'S CIVIL WAR

Union's International Executive Board begins secret investigation of revolt against Petrillo "dictatorship." Special membership meet tonight seeks to formally impeach Local 47 President John te Groen.

THE WEST COAST civil war against American Federation of Musicians President James Caesar Petrillo was on the brink of three major battles last week as both anti-Petrillo and pro-Petrillo forces within Hollywood Local 47 held legal strategy meetings in neighboring offices of the $1.5 million clubhouse and quietly nursed their wounds from several weeks of sharp verbal skirmishes [B•T, March 5].

The first major engagement began Thursday afternoon at the Hollywood Plaza Hotel as a special committee of the AFM International Executive Board began its secret investigation of the open revolt against Mr. Petrillo's "dictatorship."

The second big battle begins at midnight tonight (Monday) at the Hollywood Paladium in a special membership meeting called through a petition by anti-Petrillo members to formally impeach Local 47 President John te Groen for siding with Mr. Petrillo contrary to the majority vote of a Feb. 27 general membership meeting. The Feb. 27 gathering, advertised for the purpose of hearing Vice President Cecil F. Read report on his futile January appeal before the International Executive Board in New York on trust fund issues, culminated in a voice vote which "temporarily suspended" Mr. te Groen and named Mr. Read as "acting president."

Hollywood musicians are fighting extra payments put in the $14 million national trust fund when movies are released to tv. They want part of this money since they made the films. All but musicians get extra pay, they claim.

Major fight number three is scheduled March 16 when Mr. Read and other anti-Petrillo leaders must stand trial before AFM and answer charges brought against them by Mr. te Groen.

Mr. Read meanwhile warned west coast radio-tv and movie firms to refrain from any interference in the fight and pointed out reports that some employers of musicians were taking sides. He cautioned that any threats or discriminations are in violation of the National Labor Relations Act.

All through the March 3-4 weekend, auto shuttle services to key Hollywood drive-in restaurants were operated by the Read group to compile a petition of more than 500 names to call for today's special membership meetings since formal board approval could not be obtained. The never-before-used procedure requires 300 signatures to order a membership meeting when the officers fail to do so.

Last Monday afternoon Mr. Read filed the petition with Local 47 Recording Secretary Maury Paul and at the same time served Mr. te Groen with the formal charges.

The notice said "written charges will be presented of a nature justifying the removal from office of John te Groen, president, pursuant to article one, sections 14 and 16 of the (Local 47) bylaws, and action will be taken thereon by secret ballot."

Signed by Read supporters Uan Rasey, Marshall Cram, Earl Evans and William Ulyate, the written charges against Mr. te Groen released to B•T state:

"(1). That said John te Groen has been guilty of improper conduct in office, in that he has failed and refused to accept the policies endorsed by the general membership of this association (Local 47) in the protection of its best interests.

"(2). That on Feb. 27, 1956, during a general membership meeting, said John te Groen demonstrated his disloyalty to the membership of this association and to the better protection of their interests by stating that in any contest or issue in which this association has taken or will take one position and James Caesar Petrillo an adverse position, that said John te Groen will obey the instructions and directions of Petrillo.

"(3). That said John te Groen is subservient to and dominated by his personal loyalty to James Caesar Petrillo individually and as president of the American Federation of Musicians, and has openly affirmed his willingness to follow the instructions and directions of Petrillo and the federation, although such instructions or directions are directly contrary to the wishes, desires and instructions of the general membership of this association, and to

Now! BIRMINGHAM'S NEW SELLING SOUND!

wild

SHOWMANSHIP is the key to Birmingham's *new* radio sound—showmanship sparked by the fresh, new ideas of the Gordon Broadcasting Co.

On WILD-Radio there's excitement for listeners — excitement for advertisers—sales excitement that means in Birmingham your best radio buy is the new WILD!

IN BIRMINGHAM... EVERYBODY LOVES THE NEW SOUND ON wild

GORDON BROADCASTING CO.

Sherwood R. Gordon, *President*

Charles A. Black, *Vice President and Managing Director*

Nat'l. Representatives BURKE-STUART

THE NEW SOUND IN BIRMINGHAM WITH A CASH REGISTER RING!

the general policies endorsed by this association.

"(4). That said John te Groen has openly assumed a position inconsistent with his duty and loyalty to this association and to the obligations of his office as president thereof in each of the respects stated herein.

"(5). That said John te Groen by his conduct and statements has indicated that he no longer is competent and qualified to continue to act as the president of the association, in that he is not sympathetic to nor in accord with the aims and objectives of the association and the desires of its membership.

"(6). John te Groen is guilty of improper conduct in office in that he has made, caused to be made, and approved untrue statements about the general membership and the general meeting at which he was temporarily suspended, in that he has wrongfully and improperly informed the federation and James Caesar Petrillo that the general membership meeting of Feb. 27, 1956, 'was improperly packed' and that his temporary suspension was the result thereof, whereas in truth and in fact, said John te Groen well knows that he has lost the confidence of the great majority of the 'working' members of Local 47 and that his temporary suspension pending formal removal proceedings was voted by reason thereof.

"(7). That said John te Groen has been guilty of misconduct in office in attempting to paralyze the activities of the board of directors of this association and in improperly preventing the discharge of their duties and obligations to this association, in that on March 1, 1956, John te Groen wrongfully threatened members of the board with disciplinary action including expulsion if they proceeded in the discharge of their duties as members of the board of directors in holding or purporting to hold a special meeting of the board duly scheduled for hearing on that date."

The March 1 board meeting was a special night session called by Mr. Read to plan today's impeachment meeting and draw up formal charges but it was never held because Mr. te Groen and Financial Secretary G. R. Hennon protested it was illegal and walked out, leaving the remaining Read faction of the board without a quorum. Instead, the weekend petition drive was undertaken.

Both rebels and loyalists received encouraging news March 1 which was equally discouraging to their respective opposition. Mr. Petrillo wired all Local 47 officials that upon appeal by Mr. te Groen the AFM president was staying the effectiveness of Mr. te Groen's "suspension" and nullifying all board of directors actions after Feb. 27 where Mr. te Groen did not preside as chairman. Mr. Petrillo declared that pending the appeal, Mr. te Groen "shall continue in his official elected position as president of Local 47 with full powers of that office and as chairman of the board of directors of that local."

In an all-day general membership election, however, the Read group won a smashing victory over the loyalists in a vote for officers of the Musicians Club, legal operator and

Battle-Weary Local 47 Hit with 35 Subpoenas

MORE TROUBLE hit AFM Local 47 in Hollywood Thursday with disclosure that 35 of its members have been subpoenaed to appear April 16 at renewed hearings of a House Un-American Activities Subcommittee to investigate Communist infiltration of the Hollywood entertainment profession. Action came a week after rebel members had assumed control of the local [B•T, March 5].

William Wheeler, committee investigator, told B•T that mass service of subpoenaes was made at 9:30 a.m. Wednesday. He said the radio, tv or film fields, explored by the committee earlier, would not be involved at this time.

He said the April 16 hearing has been in the planning stage for five or six months, and in no way is connected with the current anti-Petrillo fight within Local 47. "The Hollywood section of the Communist party has a musicians' group as one of its units. It is the activities of that Communist group in behalf of the Communist party in which the committee is interested," Mr. Wheeler said.

No questions will be asked witnesses about internal affairs at Local 47, Mr. Wheeler said.

Heading the investigation will be Subcommittee Chairman Clyde Doyle (D-Calif.). The congressional group was assigned to conduct the hearing by Rep. Francis Walter (D-Pa.), chairman of the parent Un-American Activities Committee.

THE *RADIO* STATION THAT *SELLS* CINCINNATI!

wsai

1ST FOR MUSIC!
1ST FOR NEWS!
1ST FOR SPORTS!

WSAI-Radio's cost-per-thousand story will amaze you!
WSAI-Radio's rating story will astound you!
WSAI-Radio's acceptance story will convince you that WSAI is the station you *must* buy to *sell* Cincinnati.

IN CINCINNATI . . .
EVERYBODY LOVES
wsai
GORDON BROADCASTING CO.
Sherwood R. Gordon, *President and General Manager*
Nat'l. Representatives WEED

THE NEW SOUND IN CINCINNATI HAS A CASH REGISTER RING

owner of the swank headquarters-clubhouse of Local 47 on Vine St. below Hollywood and Vine. Only the te Groen slate was printed on the ballot and the anti-Petrillo faction headed by Mr. Read won by a 2½-to-1 margin through write-ins of a full slate of a half-dozen names. It was said to be the largest Musicians Club election in history.

Decision to have the general membership meeting today to impeach Mr. te Groen was decided at the regular board meeting of Local 47 on Feb. 28, day after the membership named Mr. Read "acting president." Mr. Read took the chair at the board meeting and refused to relinquish it to Mr. te Groen who retired to his office. The remaining directors, excepting Messrs. Pauls and Hennon, voted "ratification" of the Feb. 27 general membership meeting which "suspended" Mr. te Groen and put Mr. Read in power.

In Washington, Rep. Joe Holt (R-Calif.) (Los Angeles County), said he has asked the House Education & Labor Committee, of which he is a member, to mail questionnaires to Mr. Petrillo and Local 47 asking an explanation of the AFM trust fund. The committee expects to hold hearings on all union health, welfare and pension plans.

Both the committee staff and Rep. Holt emphasized that the AFM squabble was not being singled out for congressional investigation and that the committee check of the AFM fund was routine along with welfare and pension plans of other unions.

Rep. Holt said, however, that if facts indicate there should be some correction in an area where the House group has proper jurisdiction, he then will ask action by the committee.

The California Republican, who said he guessed he has more musicians in his district than any other congressman—"unless some New York City congressman has some tall buildings in his district full of musicians"—said he had received "hundreds" of telegrams from members of the rebellious faction in the AFM chapter calling for an investigation.

A spokesman for the House group said it is not committee policy to interfere in the internal affairs of a union; that there is no law which authorizes such an action.

Rep. Edgar W. Hiestand (R-Calif.) (also Los Angeles County), author of a bill (HR 9398) to repeal present law exempting labor organizations from prosecution as monopolies, hailed the Local 47 revolt as "new evidence proving the need of a strong law to prevent the tyranny of labor czars over the individual worker." He said the AFM-Local 47 situation "is not unlike others studied by Senate and House investigating committees."

When Mr. Read appeared before the International Executive Board in January he claimed 95% of the tv money and 33% of the recording royalties put into the trust fund come from efforts of Local 47 members while they get back only 4% in benefits. The IEB discounted his claims and denied his plea.

At least 17 witnesses were identified as called to testify before the IEB special Investigating Committee at the Hollywood Plaza Hotel. Testimony began last Thursday and will run into the early part of this week. Chairman of the investigation is Herman D. Kenin, Local 99, Portland, Ore. Others of the committee include Lee Repp, Local 4, Cleveland; Stanley Ballard, Local 73, Minneapolis; William Harris, Local 147, Dallas, and Walter Murdoch, Local 149, Toronto. With them is AFM legal counsel Henry Kaiser, of San Francisco. Counsel for the Read faction is Robert Rissman, of Los Angeles.

Mr. Read told B•T Wednesday the investigation was being conducted, tried and decided by the same group who turned down his plea last January in New York, although not the full IEB was in Hollywood for the inquiry. Others who must face trial before AFM March 16, besides Mr. Read, include the union members named as signers of the written protest against Mr. te Groen. All were notified by AFM Secretary Leo Cluesmann they are charged by Mr. te Groen with assisting on, before and since Feb. 27 "in setting up and each participated in an organization having as its object the taking away from the AFM its status as exclusive bargaining agent of musicians employed in the motion picture industry, the recording industry and the broadcasting industry. On Feb. 27, 1956, at a meeting each of them advocated by speeches or by assisting in the presentation of speeches and organizing efforts the creation of a union which would supplant the AFM as such bargaining agent." Mr. te Groen also charged them with illegally calling a board meeting March 1 in the face of Mr. Petrillo's telegram advising that Mr. te Groen was to remain in office pending appeal.

Mr. Cluesmann gave them until March 16 to file written replies and notified them that they will be summoned to appear for trial at a place and time to be designated "and that you should be prepared for such trial not later than March 16." Failure to comply means "you will be in default and the case will proceed to a decision without further delay," Mr. Cluesmann wired.

In his letter to various Hollywood employers, Mr. Read said "we are advised that representatives of your studio have threatened members of Local 47 with possible discharge and other types of job discrimination because of their activities and positions in the pending controversy between the membership of Local 47 and James Caesar Petrillo. Apparently your representatives have taken sides in this matter.

"As you know, under the National Labor Relations Act, employes are free to engage in concerted and union activities without interference, restraint or coercion from their employer or the employer's agents or representatives. For any employers and representatives to persist in discrimination and threats against the employes may subject your studio to responsibility for violations of the National Labor Relations Act."

SAG PROTESTS CBS' AFTRA AGREEMENT

Network pact with American Federation of Television & Radio Artists regarding jurisdiction over actors engaged in Electronicam film production draws fire from Screen Actors Guild.

SCREEN ACTORS GUILD has protest CBS' participation in the agreement with the American Federation of Television & Radio Artists, calling it a "flagrant violation" of jurisdictional agreements between the guild and the network. In a letter to William Paley, CBS board chairman, the guild said it has a contract with CBS, as well as National Labor Relations Board certification, covering all actors employed in the production of television motion pictures.

Though the guild did not spell out in its letter the specific clause of the AFTRA agreement with CBS to which it objected, an SAG spokesman said its criticism was centered on this provision in the "clarification" of the AFTRA Code of Fair Practice for Network Television Broadcasting:

"All of the terms and provisions of said 1954-56 AFTRA code are applicable to network and television programs originating in New York, Chicago and Los Angeles which are produced or recorded by means of any electronic video equipment (including a combination electronic and motion picture or 'slave' camera) used either in connection with live broadcasting or in connection with electronic video recording, whether by means of disc, wire, tape, kinescope, audio tape recorders, video tape recorders, wire recorders, disc recorders and any other apparatus now or hereafter developed which is used to transmit, transfer or record light or sound for immediate or eventual conversion into electrical energy. (Excluded from the foregoing are programs recorded solely by motion picture camera not in connection with a radio broadcast or live telecast.)"

Though the attack on the agreement was directed at CBS, NBC and ABC also signed the agreement. A spokesman said that CBS is the sole network producing a significant amount of its film programming through Electronicam process, over which SAG had been granted jurisdiction. Both *The Honeymooners* and *You'll Never Get Rich* are produced via electronicam.

In its letter to Mr. Paley, SAG said the agreement with AFTRA "eliminates the present requirement of the AFTRA code that prerecorded tv programs, in order to come within the jurisdiction of AFTRA, must be 'by kinescope or similar device, done in the manner of a live broadcast'." SAG's letter continued:

"You are signatory to the memorandum of agreement for the 1955 tv supplement to the producer-Screen Actors Guild codified basic agreement, under which you recognize SAG as the exclusive bargaining agent for all actors employed in the production of tv motion pictures. Under this contract and your contract with AFTRA, you and the tv industry have historically recognized and agreed that the dividing line which separate pre-recorded tv programs from tv motion pictures is whether such pre-recorded broadcasts are done by 'kinescope or similar device done in the manner of a live broadcast.'

"Under the guise of being a 'clarification,' the above referred to agreement attempts to substantially enlarge the scope of AFTRA's bargaining unit and clearly impinges upon the bargaining unit certified by the NLRB and recognized by you under our several collective bargainings with you. We also call to your attention the letter to you dated August 10, 1954, written by us at your and AFTRA's behest, agreeing that the *status quo* would be maintained with reference to jurisdiction over new methods and devices of television production. Your unilateral action constitutes a flagrant violation of the letter and spirit of all our agreements.

"In order to avoid a most serious controversy, we consider it imperative that a meeting be arranged in Los Angeles and that you include among your representatives at such meeting the same persons who represented you in the negotiations of the 'clarification' with AFTRA. We await your immediate reply."

As far back as last October, AFTRA had served notice on producers that its code cov-

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Hour after hour, Detroit home and auto radio dials stay put on 950. All day long, this popular kilocycle highway carries the messages of leading national and local advertisers. The reason is simple.

Only WWJ in Detroit features such an imposing array of microphone personalities, such outstanding newscasters, disk jockeys, sportscasters and woman commentators.

Only WWJ in Detroit presents NBC'S "Weekday" and "Monitor", bringing listeners the wealth of entertainment and information for which these network innovations are so justly famous.

"Stay all day with WWJ." That's good advice for listeners, sound business for advertisers.

WWJ AM-FM

Associate Television Station WWJ-TV

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS

FM—CHANNEL 246—97.1 MEGACYCLES

WORLD'S FIRST RADIO STATION • *Owned and Operated by* THE DETROIT NEWS

National Representatives: PETERS, GRIFFIN, WOODWARD, INC.

ered actors who appear on programs produced by Electronicam. Though AFTRA agreed in May 1955 to grant jurisdiction to SAG for actors appearing on Electronicam programs, Alex McKee, then acting national executive secretary of SAG, said that AFTRA had altered its position because the Electronicam system had changed. He said the Electronicam system in operation last May was not precisely the same as the one in operation last fall [B•T, Oct. 10, 1955].

Petrillo at White House

JAMES C. PETRILLO, president of the American Federation of Musicians, attended a luncheon meeting at the White House Thursday with Sherman Adams, Assistant to the President, and Secretary of Labor James P. Mitchell. The meeting was arranged, Secretary Mitchell said, so Mr. Petrillo could outline his opposition to the 20% federal cabaret tax on live music.

DuMont, Labor Union Renew

A NEW two-year contract was signed last week by Allen B. DuMont Labs and Local 420 of the International Union of Electrical & Radio & Machine Workers (AFL-CIO) at Paterson, N. J., providing a 3% wage hike each year for the next two years. The increase represents an additional four to eight cents per hour. Other benefits included in the contract, which went into effect March 4, were liberalization of eligibility for holiday pay, vacation pay and attendance bonus.

Kansas Personal Incomes Reach An ALL-TIME HIGH!

"From 1940 to 1954, the per capita income of Kansas increased 296 per cent, the second highest percentage increase in the United States."

(U. S. Department of Commerce Survey of Current Business)

Kansas with its "Balanced Economy" is one of your best markets

To reach this rich Central Kansas Market, your best buy is KTVH, with unduplicated CBS coverage in Wichita and 14 other important communities.

To Sell Kansas . . . Buy **KTVH**

VHF 240,000 WATTS
KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager

KTVH HUTCHINSON KANSAS

CHANNEL 12
CBS BASIC
Represented Nationally by H-R Representatives, Inc.

NARTB CONVENTION ASSIGNMENTS MADE

Areas for display of both light and heavy equipment designated. Special meeting feature will be labor relations clinic on second day.

ROOM AND SPACE assignments for exhibitors at the NARTB convention in Chicago April 15-19 were announced Friday. Heavy equipment displays will be shown in the lower lobby of the Conrad Hilton Hotel, with light gear and service companies exhibiting on the fifth and sixth floors in sample rooms.

A feature added to the 1956 convention will be an off-record labor relations clinic, scheduled April 16 at 4 p.m., following the tv membership business meeting. Outside labor relations experts and industry speakers will appear, with panel discussions on multi-employer bargaining, management rights at the bargaining table and union and non-union wage problems.

Final event of the clinic will be a "give-and-take" discussion of station labor problems. Leslie C. Johnson, WHBF-AM-TV Rockford, Ill., will preside.

A second convention feature covering employment matters will be a wage-hour breakfast, scheduled April 18. This is a repetition of the successful breakfast held last year, according to Charles H. Tower, NARTB employer-employe relations manager.

Formal opening of the convention is scheduled Tuesday, April 17 [B•T, Feb. 27]. The annual Engineering Conference will open April 16, with joint management sessions scheduled the next day.

The annual NARTB Golf Tournament for the B•T trophies will be held April 15 at Midwest Country Club, Hinsdale, Ill. B•T will supply buses at 9 a.m.

The Exhibitors

Exhibitors in the lower lobby display of heavy equipment are (with space number): Adler Communications Labs., New Rochelle, N. Y., 19; Alford Mfg. Co., Boston, 9; Andrew Corp., Chicago, 21-B; Bell System (AT&T Long Lines Dept.), New York, 26; Caterpillar Tractor Co., Peoria, Ill., 17; Century Lighting, New York, 18; Collins Radio Co., Cedar Rapids, Iowa, 28; Dage Television Div. of Thompson Products, Michigan City, Ind., 5; Allen B. DuMont Labs., Clifton, N. J., 22; Elgin Metalformers Corp., Elgin, Ill., 11; Gates Radio Co., Quincy, Ill., 4; General Electric Co., Syracuse, 23; General Precision Lab., Pleasantville, N. Y., 24; General Radio Co., Cambridge, Mass., 1; Harwald Co., Evanston, Ill., 16-A; Kay Lab., San Diego, Calif., 20; Kliegl Bros., Universal Electric Stage Lighting Co., New York, 21; Lambda-Pacific Engineering, Van Nuys, Calif., 27; Philco Corp., Philadelphia, 14; RCA, Engineering Products Div., Camden, N. J., 15; Raytheon Mfg. Co., Waltham, Mass., 10; Rust Industrial Co., Manchester, N. H., 16; Sarkes Tarzian Inc., Bloomington, Ind., 3; Standard Electronics Corp., Newark, N. J., 2; Telechrome Sales Corp., Amityville, N. Y., 12, and TelePrompTer Corp., New York, 25.

Exhibitors in rooms on the fifth and sixth floors (with first room number): M&A Alexander, Hollywood, 535A; Allied Radio Corp., Chicago, 610A; American Research Bureau, Washington, 610; Ampex Corp., Redwood City, Calif., 529; Associated Artists Prod., New

York., 509A; Berlant-Concertone, Audio Div. of American Electronics, Los Angeles, 516; *Billboard*, New York, 534; Blaw-Knox Co., Pittsburgh, 546; Conrac Inc., Glendora, Calif., 561; Dage Television Div., Thompson Products, Michigan City, Ind., 609A; Dresser-Ideco Co., Columbus, Ohio, 604; General Precision Lab., Pleasantville, N. Y., 553; Harry S. Goodman Prod., New York, 556A; Gray Research & Development Co., Manchester, Conn., 521A; Harwald Co., Evanston, Ill., 603; Hollywood Television Service, N. Hollywood, 550A; Hughey & Phillips, Burbank, Calif., 549; Keystone Broadcasting System, Chicago, 546A; Lang-Worth Feature Programs, New York, 556; MCA-TV Ltd., Beverly Hills, Calif., 504A; National Telefilm Assoc., New York, 504; Nems-Clarke, Silver Spring, Md., 542A; Phelps Dodge Copper Products Corp., New York, 539A; Photo-Video Labs., Little Falls, N. J., 545; Prodelin Inc., Kearney, N. J., 609; RCA Broadcast Marketing Div., Camden, N. J., 602A; RCA Recorded Program Services, New York, 600; *Radio-Television Daily*, 658A; Paul Schafer Custom Engineering, Burbank, Calif., 521; Screen Gems, New York, 519A; SESAC, New York, 528A; Stainless Inc., North Wales, Pa., 539; Standard Radio Transcription Services, Chicago, 612A; Sterling Television Co., New York, 560A; TelePrompTer Corp., New York, 512; Television Programs of America, 515A; U. M. & M., New York, 532A; United Press Assn., New York, 509; Unity Television Corp., New York, 542A; World Broadcasting System, New York, 512A, and Ziv Television Programs, New York, 500.

Radio-Tv Weathercasts Subject of Conference

TIPS on radio-tv weather forecasting were presented at a conference and workshop sponsored jointly by the American Meteorological Society and NARTB March 3-4 at Hartford, Conn.

Top speakers at the session included Jim Fidler, WLW Cincinnati; Paul W. Morency, WTIC Hartford and Clint Youle, NBC, Chicago. Dr. Thomas F. Malone, director of *The Travelers Weather Service* on WTIC Hartford, who was program chairman, presided. One morning was devoted to radio and the afternoon to tv weather forecasting. Sample forecasts on film and tape were viewed and listened to the following day by "jury panels" which offered suggestions and criticisms.

Mr. Fidler told how the Crosley Broadcasting Corp., in addition to putting a radar picture of approaching storms on home television sets, expects to use on weather programs this spring direct reports from an aerial scout.

Radio management's viewpoint was given by Mr. Morency, who noted that radio is still dominant in weather reporting and that its immediacy provides the most useful way for the weatherman to get his information across. Mr. Morency's suggestions for improving radio weather forecasting included: more information on local weather conditions; more professionalism in forecasting to give an "air of authenticity"; freeing radio weather reporting from gimmicks; simplifying of weather terminology and labeling source and time of the forecast.

Mr. Youle said radio-tv weather reporting should be informative and interesting, while providing a living for the forecaster. He said the forecaster should point out any uncertainty or deviation in weather conditions and if a forecast turns out "sour," the weather reporter should tell why.

Dr. F. W. Reichelderfer, chief of the U. S. Weather Bureau spoke at a luncheon outlining the bureau's work.

NCAA FOOTBALL GOES TO NBC-TV

ACQUISITION by NBC of national television rights to college football games next fall was announced jointly last week by Howard Grubbs, chairman of the 1956 National Collegiate Athletic Assn. tv committee and Thomas A. McAvity, vice president in charge of NBC-TV. Price of the television rights, not divulged, was reported to be slightly less than $1.5 million.

Under its agreement with NCAA, NBC gains the rights to nationwide telecasts on eight dates, seven of them Saturdays and the other Thanksgiving Day. Under NCAA's 1956 plan, regional telecasting will prevail on five other Saturdays, and the rights for these games will be handled by individual conferences and colleges, subject to the limitations of the NCAA football plan. The schedule of national games will be announced shortly by NBC.

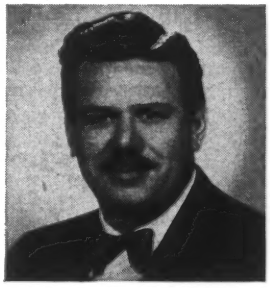
It could not be ascertained last week if other organizations had entered a bid for the national rights. It was reported that neither CBS nor ABC had presented bids.

The 1956 NCAA football plan is virtually identical to the one covering football telecasts last year. Under its terms, one national game of the week will be telecast on each of eight dates. Five other Saturdays are reserved for regional telecasts, which are to be arranged by individual conferences or colleges.

Representing NBC in negotiations with the committee were Davidson Taylor, vice presi-

MILWAUKEE'S NEW WISN

PRESENTS



JACK RAYMOND
QUIET HOUR
9:05-11:00 P.M.

RAMBLING WITH RAYMOND
11:05-MIDNITE DAILY

The *New* WISN presents good music, news and weather
. . . and now the cream of the ABC network . . .
and everybody's feeling the results!
Jack Raymond . . . Milwaukee's favorite evening entertainer
. . . presents music in a quiet mood on the QUIET HOUR
. . . and a bit of rambling in the past, present and future on
RAMBLING WITH RAYMOND . . . nightly on WISN! Put Jack to work
for you on WISN's growing evening audience.

FOR AVAILABILITIES
call, wire or write
WISN SALES or
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Basic ABC Affiliate

Milwaukee's First Station WISN 1150 Milwaukee

YOUR BEST TELEVISION BUY

IS

KSLA

IN SHREVEPORT

*19 OF THE TOP 20 SHOWS

*68% OF THE NIGHT-TIME AUDIENCE

*61% OF THE DAY-TIME AUDIENCE

* LEADS IN 150 OUT OF 168 NIGHTIME QUARTER-HOURS

*Based on ARB Survey of television viewing — week of October 9-15.

- NOW FULL POWER
- BASIC CBS TELEVISION AFFILIATE
- 25 MONTHS ON AIR

PAUL H. RAYMER COMPANY, INC.
National Representatives

KSLA 12 CHANNEL
FIRST in Shreveport, Louisiana

dent in charge of public affairs, and Tom S. Gallery, director of sports.

The network carried the NCAA-approved schedule in 1951, 1952, 1953 and 1955, with ABC-TV airing the schedule in 1954. Last fall the NCAA-TV national schedule was on NBC-TV with one-quarter sponsorship each by Avco Mfg. Corp., Schick Inc. and General Cigar Co. (White Owl cigars). One-fourth sponsorship was made available for local co-op sale. No information was forthcoming from NBC-TV as to whether it will utilize the same sponsorship formula this year.

Big 10 Expects Drop In Television Revenue

THE BIG 10 is expected to receive less money from its teams' appearances on NCAA's national tv schedule this fall than it did last year, the conference has been advised.

For the 1955 football season the Western Conference divided some $650,000 among its members, receiving $300,000 for national appearances on NBC-TV and $350,000 for regional games on CBS-TV. The national sum (for four team appearances last year) is expected to be halved this fall, with perhaps only two team appearances at $75,000 per game per team, because of NCAA rules prohibiting more than two national programs from the same region.

60 Stations Join Drive To Sell Radio in Texas

RADIO stations in at least 60 Texas cities are taking part in the "Listen While You . . ." campaign recently started by the Texas Assn. of Broadcasters to sell radio to listeners and advertisers.

As developed by TAB, the campaign includes billboard sheets, newspaper mats, bumper strips, counter cards, envelope enclosures, gummed labels, recorded spots and rubber stamps. TAB underwrites the cost of art work and production.

To date eight cities are using 106 poster boards and 20 are using newspaper ads. Stations have bought 46,500 envelope stuffers, 38,900 gummed labels, 5,560 bumper strips, 490 counter cards as well as rubber stamps. In addition 56 stations are using recorded promotion announcements.

Ohio Meeting Set March 16

MEETING of the Ohio Assn. of Radio & Television Broadcasters will be held March 16 at the Hotel Statler, Cleveland. Speakers include Vincent Wasilewski, NARTB government relations manager; Frank Pellegrin, vice president, H-R Representatives; FCC Chairman George C. McConnaughey; Dr. Donald Pelz, U. of Michigan; Edward Gorman, Standard Rate & Data; Victor C. Diehm, WAZL Hazleton, Pa., and Richard P. Doherty, Television-Radio Management Corp. Officers will be elected.

RETMA Makes Staff Changes

STAFF CHANGES at the Washington headquarters of Radio-Electronics-Tv Mfrs. Assn. have been announced by James D. Secrest, executive vice president. Tyler Nourse, editorial director and editor of RETMA's *Industry Report*, has been named acting head of the international department and will serve as staff assistant for the parts division. Herbert F. Hodge Jr. becomes editorial director and editor of the *Report*. Albert Coumont, service coordinator and staff assistant to the parts division, has resigned to join Sprague Electric Co. Louis E. DeLaFleur has resigned as manager of the international department to represent Federal Telephone & Radio Co. in Latin America with headquarters in Mexico City.

Capt. Henry E. Bernstein, commanding officer of the Navy Electronics Lab., San Diego, Calif., will join RETMA July 1 as military engineering coordinator.

RAB Reorganizes Units Under Arch L. Madsen

MERGER of RAB's station relations and local sales service departments under Arch L. Madsen, and his promotion to director of station service, were to be announced today (Monday) by Kevin R. Sweeney, RAB president. Mr. Madsen joined RAB two years ago as director of membership activities.

MR. MADSEN

He will continue in this capacity, but also will have overall supervision of the sales clinic and sales committee activities formerly headed by R. David Kimble, who has resigned to join Grey Adv. [B•T, March 5].

Chain store and trade association selling activities, formerly conducted by local sales and service, will be transferred to the national sales department and supervised by John F. Hardesty, RAB vice president, Mr. Sweeney said.

Mr. Madsen was vice president and general manager of KOVO Provo, Utah, in May 1954 when he resigned to join RAB. He also had been president of the Utah Broadcasters Assn. and a member of the board of directors of RAB and the Intermountain Network. His career in the radio broadcasting field began in 1934 as an engineer for KSL Salt Lake City. Later he became director of operations of KSL and vice president in charge of operations of the Intermountain Network.

Coyle Named to TvB Board

DONALD W. COYLE, ABC-TV's director of sales development and research, has been appointed to Television Bureau of Advertising's board of directors. Mr. Coyle's appointment was concurrent with ABC-TV's joining TvB [AT DEADLINE, Feb. 20]. Mr. Coyle, who joined ABC in 1950 as a tv sales development writer, advanced in the network's research department, becoming ABC's director of research in September 1954. Last month he was named to his current post as a result of the division of ABC's sales development and research department into separate radio and tv groups [B•T, Feb. 13].

MR. COYLE

NARTB Political Pamphlet Out

NARTB has published a third edition of its *Political Broadcast Catechism*, covering obligations of broadcast licensees under Sec. 315 of the Communications Act. Recent FCC decisions covering political broadcasting were added to the pamphlet by the NARTB legal staff.

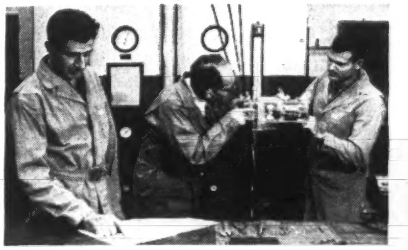
Robert Angell

...or how automation makes more and better paying jobs

"You hear a lot of talk these days about how automation is going to cost people their jobs.

"Me, I work in the most 'automatized' industry of them all—petroleum. And far from costing me my job, automation has made it a better one.

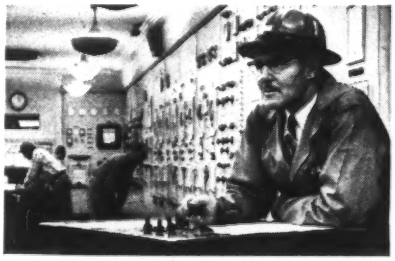
"When I was just getting started in the refinery back in 1925 the average production for the industry was 32 barrels



of product a day per man. The average investment in refinery tools at the time was $10,000 per man.

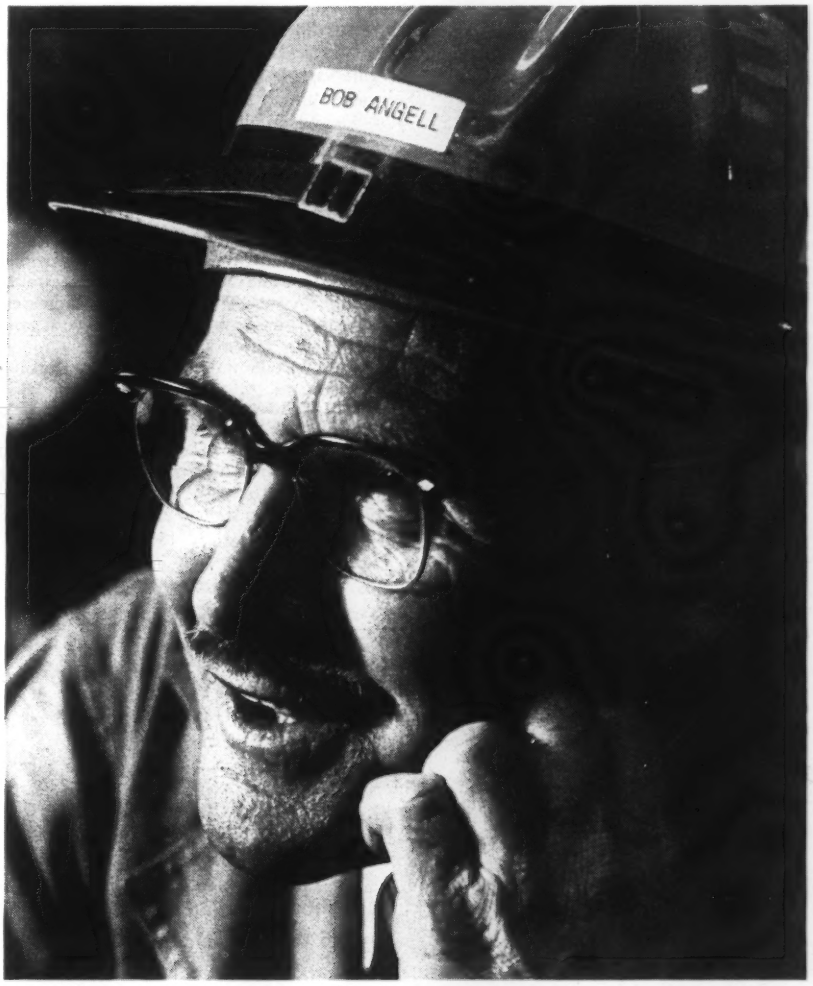
"Today the industry's investment in tools for each refinery employee is $50,000. Offhand you'd think that that much machinery would put some refinery people out of work. But just the opposite is true.

"Back in 1925 the refineries employed just over 65,000 people. Today they give jobs to over twice as many—133,000. What's more, our production has gone up to 59 barrels a day per man.



"We produce these 59 barrels in 40 hours a week, instead of the old 51 in 1925. And we make more money. In my case my pay is up 288.89% since I started on the job.

"If this is automation, I'm all for it."



"MY PAY IS UP 288%. IF THIS IS AUTOMATION, I'M ALL FOR IT."

Automation, it seems to us here at Union Oil where Angell works, illustrates again the basic strength of America's free competitive economy.

So long as business *has* to compete, it must constantly improve its products. This calls for the fullest use of new and better machines.

This has sometimes caused temporary readjustments in an industry. But in the long run it creates better paying jobs for more and more people.

Which is another reason why the number of Americans at work and the standard of living they enjoy continue to climb.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

Advertisers Change Agencies As Defense Move, Biow Says

ADVERTISERS often change their agencies because they need a defense for a position, Milton Biow, head of The Biow Co., New York, said Tuesday in an address to the Washington Ad Club. Mr. Biow was presented the club's award of achievement.

Discussing recent personnel developments in his agency, formerly Biow-Beirn-Toigo, he said, "I was not happy with the people around me." He added this was no reflection on these individuals. He said his personnel changes cost him "$20 million in billings" with Schlitz running probably half this sum and Pepsi-Cola an important part of the remainder. The Schlitz contract, he explained, specified an individual who was to work on the account, with the advertiser having the right to withdraw the account if the individual left the agency. His agency had the Schlitz account only a few weeks, with the beer company moving to J. Walter Thompson Co. [B•T, Jan. 30, 23].

John Toigo, executive vice president, left the agency in January at the time the firm name was changed. John Hamm, special assistant to Mr. Biow, was promoted to executive administrative head of the company.

Mr. Biow offered this test of an advertisement's effectiveness, "If my client's competitor ran this ad, would I give a damn?"

Commenting on commercial television in England, he said "Advertisers are selling too much merchandise—they're getting short of goods." He said commercial tv has become "a powerful force" in England.

ROBERT F. KELLEY (r), deputy to the European president of the American Committee for Liberation from Bolshevism, points out one of Radio Liberation's targets to Harold E. Fellows, NARTB president, during Mr. Fellows' Munich stop on his tour of Radio Free Europe facilities.

Radio Week Set May 13-19

PROMOTION of National Radio Week May 13-19 will have the joint support of NARTB, Radio Advertising Bureau, Radio-Electronics-Tv Mfrs. Assn. and National Appliance Radio-Tv Dealers Assn. The annual radio-tv week has been separated, with the television event scheduled in the autumn.

The steering committee to direct the promotion consists of John F. Meagher, NARTB radio vice president; Kevin B. Sweeney, RAB president; James D. Secrest, RETMA executive vice president, and Albert Bernsohn, NARDA managing director. Purpose of the week will be to mark advances made by radio as an educational, entertainment and advertising force.

Racies Answers Objections Of U. of Ala. Against Radio-Tv

A FURTHER PROTEST against the barring of radio-tv and newsreel coverage of the U. of Alabama's Feb. 16 convocation of students in connection with the Autherine Lucy case was filed last week by Larry Racies, president of the Radio-Newsreel-Television Working Press Assn. In reply to an earlier protest by Mr. Racies, university President O. C. Carmichael had said that the ban had to be imposed or "we could not possibly have achieved the purpose for which the meeting was called." He also cited lack of space, and said the decision was announced well in advance so as to avoid inconvenience to tv and other media people.

Mr. Racies, in his answer to Dr. Carmichael last week, noted that cameras are "inherently objective" and that accordingly could not understand the university's position that radio-tv-film coverage would have prevented attainment of the meeting's objective. Moreover, he said, the ban applied only to the "electronic press," not the printed press.

"It is possible," Mr. Racies wrote, "that in the midst of the far-reaching problem at the U. of Alabama, you were not aware of a second nationwide fight against discrimination: the discrimination against the electronic press media as compared to printed press media." He cited the Colorado Supreme Court ruling of 10 days ago [B•T, March 5], pointing out that "it recognized the fact that rules of entry for the press must be made to include the whole press and not just segments thereof."

A HAIL of MAIL

from As Far As 120 MILES AWAY!

Talk about *COVERAGE!* WKHM has it! Our recent mail poll proved beyond the least shadow of doubt that WKHM not only covers Jackson thoroughly, but reaches a tremendous audience in cities and towns as much as 120 miles from here. Our mail bag is always full because we've got the power to reach untold thousands of homes for many miles around . . . and programming that reaches millions of hearts. No wonder WKHM advertisers are enjoying the big pay-off!

Save up to 15%
By buying 2 or more of these Powerful Stations

BUY ALL 4 STATIONS . . . SAVE 15%
BUY ANY 3 STATIONS . . . SAVE 10%
BUY ANY 2 STATIONS . . . SAVE 5%

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich.
WSAM Saginaw, Mich.
Jackson Broadcasting & Television Corp.

Represented by HEADLEY-REED

Get the Jack out of Jackson on

WKHM

JACKSON, MICHIGAN

Fred A. Knorr, *President*
John O. Gilbert, *Managing Director*
Jackson Broadcasting & Television Corp.

KNORR Broadcasting Corp. Affiliate

Legislative Problems On RETMA Agenda

LEGISLATIVE and tax problems affecting electronics manufacturers will be reviewed at the spring conference of Radio-Electronics-Tv Mfrs. Assn., to be held March 13-15 at the Biltmore Hotel, New York. The program includes a score of committee and group meetings.

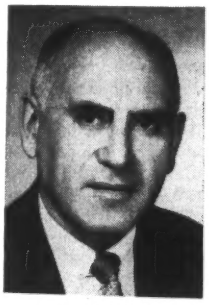
The Senate inquiry into uhf-vhf, proposed cut in the 10% excise tax on tv and radio sets and FCC's order on spurious radiation will be discussed at group sessions. Dr. W. R. G. Baker, General Electric Co., chairman of the RETMA Television Committee, will direct the discussion on the Senate inquiry. The committee will formulate industry views prior to the March 16 testimony by H. Leslie Hoffman, Hoffman Electronics Corp. and RETMA board chairman, before the Senate Interstate & Foreign Commerce Committee.

All set makers have been invited to a meeting of the set division executive committee to decide if RETMA will develop and recommend a uniform seal attesting compliance with the FCC radiation order. Plans for National Radio Week, starting May 13, will be taken up by the public relations and advertising group.

The fifth annual meeting of commercial and military electronic manufacturers will be held March 18 at the Plaza Hotel, New York.

Qualities of Acct. Executives Detailed by Agencyman Mogul

"MY CONCEPT of an account executive doesn't include back-slapping, glad-handing, cocktail-drinking and fancy pants," Emil Mogul, board chairman and president of the agency bearing his name, told members of the Advertising News Assn. in New York last week.



MR. MOGUL

The good account executive in an advertising agency should be a "shirt sleeves business man" who thoroughly understands the client's business, he said in giving an account of the workings of his agency. Mr. Mogul repeated a talk given his account service staff in a briefing session the previous week.

He advised account executives to learn "your client's business from top to bottom and don't be afraid to ask him for information." Executives at his agency, Mr. Mogul pointed out, are instructed to make "How's business?" the first question asked when visiting a client.

"Don't wait for a client to ask you to do things," he said. "Always be in there with fresh thinking ahead of him. Don't be afraid to have your ears pinned back. Better throw out 10 lousy ideas than to come up with none at all."

Mogul account executives are told to "never sell a client advertising only because it will mean increased billings. We're satisfied to have an account buy advertising only after he has determined that he can afford it on the basis of actual potential sales, or on the basis of the *business-building* advertising ideas we have proposed," he said.

TULSA • 43rd TV MARKET

Tulsa is now the 43* rd television market

* CBS REPORT TO FCC, DEC. 1955
re: "100 Largest Television Markets"
(Larger than Omaha, Denver, Oklahoma City, San Diego)

KOTV Completely Dominates the 43rd television market!

- 24 out of 25 of the most popular once-weekly shows.
- 17 out of 25 of the most popular multi-weekly shows.
- 82% of the most popular quarter-hours from 6:00 to 10:30 p.m.

SOURCE • ARB, NOV. 1955

KOTV channel 6 CBS TULSA
5 YEAR LEAD IN VIEWING HABITS
BASIC CBS AFFILIATE

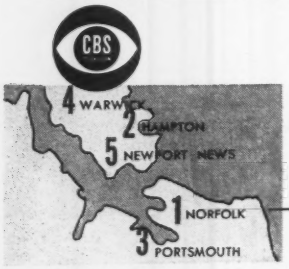
Represented by
Edward Petry & Co., Inc.
NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

ONE will get you... **FIVE**

There is nothing "chicken" about the way WTAR-TV dominates its market. Buy the one and only "V" Station for *five* of Virginia's busiest cities, all well within WTAR-TV's "Grade A" Signal. Combined, they make America's 26th Market.

IN FOOD SALES, for example, The Bureau of the Census (Preliminary Report) shows that WTAR-TV's total coverage area had total Food Sales of over $161,628,000. And here are food sales by cities:

NORFOLK	$96,031,000
HAMPTON	$16,419,000
PORTSMOUTH	$23,344,000
WARWICK	$ 9,717,000
NEWPORT NEWS	$16,117,000



WTAR-TV CHANNEL 3 NORFOLK, VA.

Represented by Edward Petry & Co., Inc.

For a real Sales KNOCKOUT in the Detroit area

CKLW-TV channel 9

CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.

325,000 WATTS

CKLW radio 800 kc

50,000 WATTS

CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.

THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THE MARKET!

Adam Young Television Corporation National Rep.

Guardian Bldg., Detroit

J. E. Campeau President

Tv Code Board, Networks To Confer on Continuity

FIRST meeting of NARTB's Tv Code Review Board with tv network continuity acceptance directors will be held during the March 21-22 session of the code group, to be held in New York. The board also will study the proposed new affiliation type of membership which has been suggested for producers and distributors of tv film.

G. Richard Shafto, WIS-TV Columbia, S. C., tv code board chairman, said the meeting with network representatives "is another indication of the major role played by the tv networks in the industry's ever-growing program of self-regulation." Network participants in the code meeting will be Grace Johnsen, ABC-TV; Herbert A. Carlborg, CBS-TV, and Stockton Helffrich, NBC-TV.

IRE Convention Program Set

A SPECIAL SYMPOSIUM on "Color Television Tape Recording" will be among highlights of 1956 Institute of Radio Engineers Convention, which is expected to attract some 45,000 engineers and scientists to New York March 19-22, IRE spokesmen said in releasing the convention program. A color tv tape recording session is slated the evening of March 20. Other subjects, among scores to be considered during the four-day convention, include tv equipment trends, color tv receivers, tv transmitting equipment and techniques, broadcast and tv receivers, antennas and propagation, design approaches with printed wiring, "new horizons" in broadcast transmission systems, U. S. earth satellite program, medical electronics, nuclear effects on communication systems and air traffic control.

Oklahoma UP Group Formed

FORMATION of Oklahoma United Press Broadcasters in Lawton has been reported. Leo Morris, KSWO Lawton, presided at the organization meeting which elected an executive committee that will meet at a later date to elect officers. The committee includes T. M. Raburn, KGYN Guymon; Frosty Troy, KSWO; Bruce Palmer, KOMA-KWTV (TV) Oklahoma City; Ray Van Hooser, KNED McAlester, and Jack Morris, KTUL-KTVX (TV) Tulsa-Muskogee.

Ky. Assn to Hear Chandler

GOV. A. B. CHANDLER will be luncheon speaker at the March 22 meeting of the Kentucky Broadcasters Assn., to be held at the Brown Hotel, Louisville. Gov. Chandler will receive the Kentucky Mike award for service to the industry. He recently signed into law a libel bill affecting broadcasting. FCC Comr. Robert E. Lee also will speak at the banquet. KBA President Gilmore Nunn, WLAP Lexington, who is recuperating from a broken leg, is expected to attend the meeting.

Music Fee Facts Wanted

QUESTIONNAIRES covering the amount of money spent for music license fees have been sent all stations by NARTB to develop a reservoir of information on industry music licensing practices. Stations answering the questionnaire will be supplied total figures but individual returns will be confidential. The survey was directed by the NARTB Copyright Committee at its Feb. 14 meeting. Questionnaires are returnable March 17.

Don't forget the NARTB Convention!
It's April 15-19 in Chicago.

If you can't make it,
read all about it in the
B•T issue of April 23.

Even if you make it,
some of the things
that happen may be
a little bit hazy (!)
So read
all about it etc.

But whether you make it or not,
your advertisement should be
in the April 16th Convention Issue.
B•T is read by practically
everybody in radio-tv;
the Convention Issue is even more so.

Deadline for space reservations: March 19.

**Executive and
Publication Headquarters,
Broadcasting • Telecasting Bldg.,
1735 DeSales St., N. W.,
Washington 6, D. C.**

LEE'S PAY TV ARTICLE CAUSES UPROAR

FCC commissioner says let the public decide. Angry reactions come from subscription tv opponents who claim that he has disqualified himself by expressing a position on the controversial issue. Question of monetary compensation also raised by critics.

OUTSPOKEN FCC Comr. Robert E. Lee—who's never been shy about expressing a viewpoint popular or unpopular (he was one of the first who publicly and without equivocation called for giving up on uhf, for example)—had a few things to say about subscription tv last week. They appeared in the March 20 issue of *Look* Magazine, on the newsstands March 6, and they caused an immediate outcry.

Comr. Lee's approach was: Let the public decide whether it wants pay tv or not. And, he added, if it is successful it might prove to be the salvation of uhf stations.

The angry reactions were immediate. They came from New York City Council President Abe Stark and from the co-chairmen of the Joint Committee Against Pay Tv, Alfred Starr, Theatre Owners of America, and Trueman Rembusch, Allied States Assn.

Late in the week, actor Ralph Bellamy, president of Actor's Equity Assn., came to Comr. Lee's defense. In a letter to the magazine, Mr. Bellamy said that "Mr. Lee . . . has had the benefit of the best thinking of all those directly interested, pro and con, from which to draw his opinion." He added: "I hope Mr. Lee's opinion . . . will have wide and persuasive influence." Mr. Bellamy has been a proponent of pay tv from its inception.

Gist of the protests was that Mr. Lee had disqualified himself by openly expressing a position on the controversial fee tv issue, still pending before the Commission.

Is he going to disqualify himself? "I do not intend to do so," he told B•T last Wednesday.

Mr. Lee's four-page signed article in *Look* concluded with four recommendations. They were for the FCC to: (1) Approve pay tv on a "broad" basis; (2) apply some temporary restrictions initially, like limiting subscription tv to uhf stations, putting a ceiling on the amount of time to be used for pay tv, etc.; (3) permit the test to run long enough so that the efficacy of pay television is proved or disproved, and (4) permit broadcasters to drop pay tv if it proves unsuccessful, or, if the converse, the FCC or Congress should establish regular rules for it.

The article appeared only two weeks after Comr. Lee had expressed much the same attitude in a question and answer period following his speech at the Radio & Television Executives Society meeting in New York [B•T, Feb. 27]. The round of protests included a demand for a Congressional investigation.

Stark Blasts Lee

Mr. Stark—sponsor of a New York City Council-approved resolution opposing pay television [B•T, Feb. 20]—denounced "government by magazine article" and called Comr. Lee an "avowed propagandist for pay-as-you-see television while holding quasi-judicial office." He wrote all members of Congress calling for an investigation.

Messrs. Starr and Rembusch maintained that Comr. Lee should "disqualify himself" in the FCC's consideration of the toll tv issue.

They claimed he "has taken a highly unethical stand on an issue which a whole group is to pass upon by writing an exclusive article for his own personal gain," and has used his office to influence others.

Mr. Stark also raised the question of payment for the article. His office said he asked for public confirmation or denial that Comr. Lee received "a substantial payment for the magazine article at the same time that subscription tv is still pending before the FCC." If he did, Mr. Stark charged, it represents abuse of the Communications Act section which provides that "no commissioner shall participate in any hearing or proceeding in which he has a pecuniary interest."

Mr. Lee told B•T that he had received an "honorarium" for the article.

So Soon?

A PROPOSAL to investigate "paid television" (HB 1599) has been introduced in the Massachusetts Legislature, according to Massachusetts Broadcasters Assn. It provides for an unpaid commission of seven to study the need for legislation and regulation of pay tv. The commission would report by Jan. 1, 1957.

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Pay Tv 'Guinea Pig' Offer Turned Down by Commission

AN OFFER by WFMZ-TV Allentown, Pa., (ch. 67) to serve as a guinea pig for subscription television [B•T, Aug. 1, 1955] was turned down last week by the FCC as "premature."

The whole question of pay tv is being considered under a rule-making proceeding, the FCC said. Therefore the proposal to test subscription tv on an experimental basis cannot be accepted until the Commission makes up its mind on the "complex issues" involved, the FCC declared in a letter sent to the uhf station.

"Owing to the voluminous record which has been created in the rule-making proceeding on subscription television," the FCC wrote, "the Commission will require more time to review the many comments on file and to consider the complex issues involved, before it will be possible either to make decisions concerning the further conduct of these proceedings, to determine whether it would be useful to authorize experimental subscription television operations, or to establish the standards, criteria and rules which should govern such experimental operations.

WFMZ-TV, which is 32% owned by Ben Strouse, vice president-general manager of WWDC-AM-FM Washington, D. C., proposed to operate on a pay tv format for 56% of its time, and with normal broadcast service the other 44% of the time. The uhf station ceased operating in April 1955. The plan to use WFMZ-TV and Allentown as the proving ground for fee tv was conceived by Raymond F. Kohn, station president-general manager.

Rep. Anfuso Rejects Pay-Tv

REP. VICTOR L. ANFUSO (D-N. Y.), in a statement entered in the *Congressional Record* last week, said the subscription tv idea should be regarded as "the camel's nose under the tent" and "stopped before it gets started." He said that although he feels the tv industry has not given the public the entertainment it deserves, the quality of programs would not necessarily be improved under a pay tv system.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 14

Bristol, Va.-Tenn., ch. 5; Canton, Ohio, ch. 29; Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Norfolk-Portsmouth, Va., ch. 10; Omaha, Neb., ch. 7; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5; Elmira, N. Y., ch. 18; Redding, Calif., ch. 7; Caguas, P. R., ch. 11.

AWAITING ORAL ARGUMENT: 10

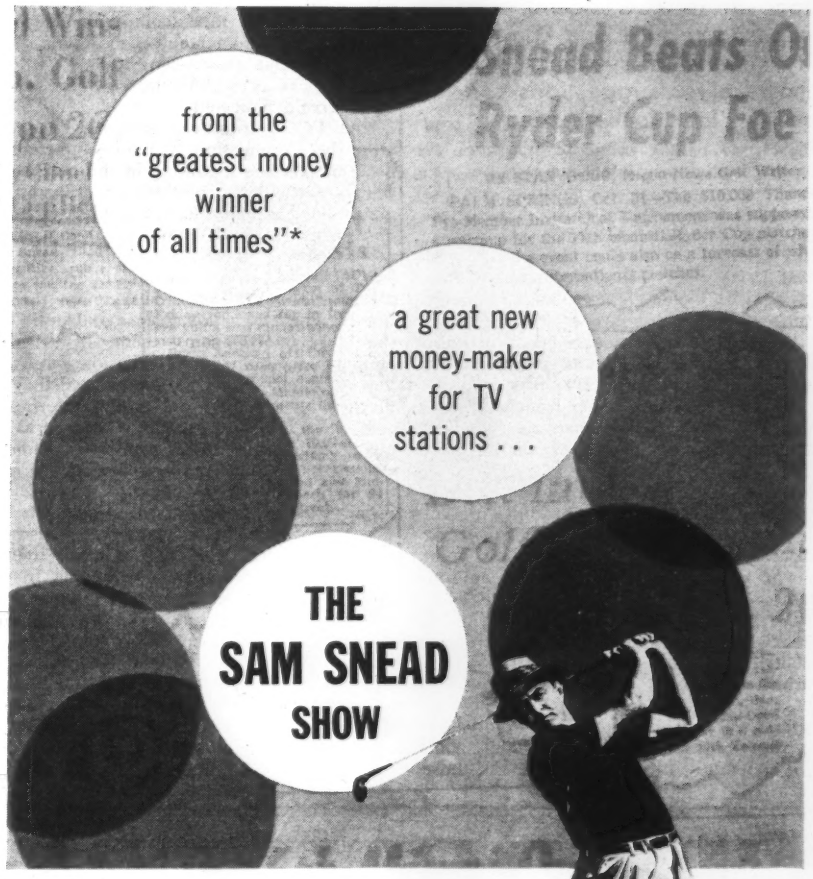
Boston, Mass., ch. 5; Charlotte, N. C., ch. 9; Hartford, Conn., ch. 3; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4; Orlando, Fla., ch. 9; Paducah, Ky., ch. 6; San Antonio, Tex., ch. 12; St. Louis, Mo., ch. 11.

AWAITING INITIAL DECISION: 3

Hatfield, Ind. (Owensboro, Ky.), ch. 9; McKeesport, Pa. (Pittsburgh), ch. 4; San Francisco-Oakland, Calif., ch. 2.

IN HEARING: 10

Beaumont-Port Arthur, Tex., ch. 4; Biloxi, Miss., ch. 13; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11; Lead-Deadwood, S. D., ch. 5; Caribou, Me., ch. 8; Coos Bay, Ore., ch. 16.



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JERROLD OFFERS TRANSLATOR PLAN

Proposal to FCC would wed proposed service and community television systems. FCC also receives suggestions concerning 'land-locked' areas.

A WEDDING of the proposed translator tv service and community television systems was proposed last week to the FCC. The idea was submitted officially to the FCC by Jerrold Electronics Corp., Philadelphia, major manufacturer of community antenna equipment, and followed by a week Jerrold President Milton Shapp's testimony before the Senate Commerce Committee [B•T, March 5].

At the same time, comments began arriving at the FCC on the proposal to permit "land-locked" areas, unable to receive tv signals directly, to establish a low power translator service using the upper 14 uhf channels (chs. 70-83). Deadline for comments is March 15 [B•T, Jan. 16].

Essence of the Jerrold proposal is that translators be permitted to be used for point-to-point relay. The heart of the Jerrold plan is that a translator be used at the mountain top point where vhf signals are picked up to beam the program down into a central point of the community, from where it would be distributed over coaxial cable lines to individual subscribers.

Benefits would be two-fold, Jerrold said. The translator-coaxial system would obviate the need for set owners to buy uhf sets or converters and uhf antennas. It would also permit the translator owner (individual, company or cooperative) to confine service to those paying for the benefits.

At the present time, community tv systems bring signals down from a mountain top receiving antenna via coaxial cable. Use of the translator relay would decrease the systems' cost, Jerrold indicated.

The FCC's translator proposal was issued after the Commission had moved against unlicensed boosters operating in the northwestern states—particularly Washington. There, automatic boosters had been established, picking up signals from vhf stations in Spokane and rebroadcasting them into valley areas. The FCC moved against the unauthorized broadcasters with a full-scale hearing on the question of whether or not a cease and desist order should be issued against them. A hearing examiner issued an initial decision which held that no order should be issued since they were performing a service and not interfering with any other broadcast service. After oral argument before the full Commission, a final decision was issued ordering them off the air.

Last week, the Bridgeport, Wash., booster group appealed the FCC's decision to the U. S. Court of Appeals in Washington. It also asked for a stay order. The court (Circuit Judges E. Barrett Prettyman, John A. Danaher in favor; Walter M. Bastian, dissenting) granted a stay. The Bridgeport group's case was argued by Richard K. Pelz, secretary to Rep. Don Magnuson (D-Wash.). Assistant General Counsel Richard A. Solomon argued for the FCC.

Jerrold said in its comments that it was proposing not a substitute for the translator proposal, but an addition to it. There probably are areas which could be served most economically by a translator service, Jerrold said, but in most areas, a combination translator-coaxial cable service would be financially more attractive to viewers.

Jerrold figured that the cost of a straight 10 w translator transmitter would be from $5,000 to $15,000 per channel.

The cost for a 100-milliwatt translator transmitter should be in the range of $1,000 per channel, Jerrold said.

The costs of the "in-town" distribution are roughly comparable, Jerrold said, although as subscriber saturation rises the per-viewer costs in the translator-coaxial cable system begins to fall below that for straight translator service.

Jerrold estimated that the cost of installing a uhf converter and antenna to receive signals from a translator would be about $70 per set. This is in addition to the pro-rated share of the purchase, construction and maintenance of the translator itself.

In charts submitted with the Jerrold comments, it was indicated that where 50% saturation was achieved in Quincy, Wash., the cost for the straight translator service (including share of translator transmitter construction and operation plus converter and antenna conversion for uhf) would be $83 per subscriber, whereas with the combination translator-coaxial cable system, the cost was estimated to be $80 a subscriber. The charts indicated that the higher the saturation (number of subscribers) the greater the differential between the costs of the two systems in favor of the combination system.

Cites Backing

Jerrold also said it had found a Pacific Northwest bank which had indicated its willingness to lend prospective members of cooperatives using the translator-coaxial system two-thirds of the cost of membership. This should run, Jerrold said, in a community such as Quincy, about $75 for connections plus $2 per month.

In a supplemental petition, due to be filed this week, Jerrold will suggest that if the Commission feels that the use of broadcast frequencies for point-to-point communication jeopardizes the translator proposal then the Industrial-Scientific-Medical band (890-940 mc) be permitted to be used for this purpose.

At the same time, an application was being prepared asking FCC permission to test the translator-coaxial cable combination in Ellensburg, Wash. The Ellensburg-Jerrold Tv Corp. picks up ch. 4 KXLY-TV Spokane, and ch. 4 KOMO-TV and ch. 5 KING-TV, both Seattle, and sends these programs to its subscribers.

Other early comments, favoring the FCC's translator proposal, were from KIMA-TV Yakima; White Pine Chamber of Commerce, Ely, Nev.; Roger J. Houglum, manager, KRVM Eugene, Ore.; Lions Club, Ely, Nev.; KDJI Holbrook, Ariz.; C. J. Community Services Inc., Bridgeport, Wash., and KGVO-TV Missoula, Mont.

KIMA-TV suggested the rule be revised to limit translator service to those areas which have no local tv signal available, and that it be forced to discontinue when a local service begins operation. KIMA-TV operates "satellite" stations KEPR-TV Kennewick, Wash.; KLEW-TV Lewiston, Idaho, and holds a grant for KBAS-TV Ephrata, Wash. KEPR-TV is now providing some local live programming, KIMA-TV reported.

The Bridgeport booster group asks that the rule be broadened to permit use of vhf frequencies as well as uhf.

Umpqua Radio & Tv Inc., Roseburg, Ore., community tv system, asked that the rule be revised to permit use of translators as common carrier relays. It spoke of using such a system to bring Portland, Ore., signals (200 miles away) to Roseburg.

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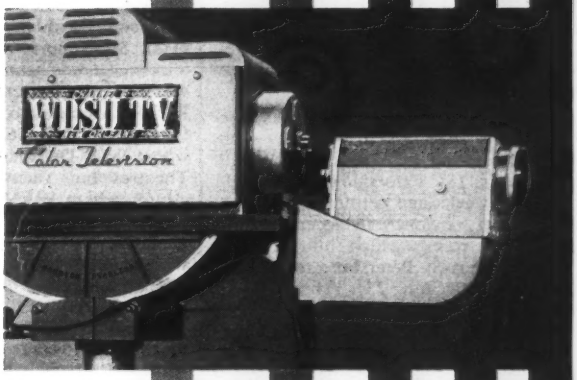

says Mr. Edgar B. Stern, Jr., President, WDSU-TV, New Orleans, as reported in *Broadcasting-Telecasting*, Jan. 16, '56.

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APPEALS COURT: NEW BACKER FOR FCC

Recent decisions show little inclination to tamper with FCC's judgment, but only to see that each applicant is given opportunity to present its case fairly.

CARTE BLANCHE for the FCC to choose among applicants for tv stations? Is that the meaning of recent U. S. Court of Appeals decisions which have bolstered the power of the FCC tremendously in recent months?

For the second time in as many weeks, the Supreme Court has been asked to review such a comparative television FCC decision. WTSP St. Petersburg, Fla. (*St. Petersburg Times*-Nelson Poynter) two weeks ago petitioned the high court for a writ of *certiorari* to accept review of a lower court ruling which affirmed the FCC's grant of Tampa-St. Petersburg to WFLA-*Tampa Tribune* [B•T, Jan. 23]. Three weeks ago, Southside Virginia Telecasting Corp. (WSSV Petersburg, Va.) asked the Supreme Court to review an appeals court decision which upheld the Commission in granting Petersburg's ch. 8 to what is now WXEX-TV Petersburg [B•T, Feb. 13].

The appellate court's basic attitude toward FCC decisions in comparative television cases (there have been six such opinions and only in one was the FCC reversed) is that the FCC was established to choose among several applicants for the same facility. In essence, the court has said:

"We aren't going to substitute our judgment for the Commission's. Our only function is to see that the proper procedures were followed in hearings and in the decision and that the Commission has considered fully the evidence in behalf of each contestant."

This was the heart of the court's decisions, involving three comparative tv cases, in the last five weeks. The cases were Tampa-St. Petersburg, Fla., chs. 8 and 13, and Sacramento, Calif., ch. 10 [B•T, Jan. 23, Feb. 13 and Jan. 30, respectively].

Even earlier the lower court seemed wedded to the philosophy that the Commission can properly pick any applicant it desires—so long as all applicants receive a fair hearing and the FCC's choice was based on a reasoned and considered judgment.

The appeals court has upheld the FCC in the Portland, Ore., ch. 12 grant to what is now KLOR (TV) that city, and in the Savannah, Ga., ch. 3 case to WSAV that city. In the Beaumont, Tex., ch. 6 grant to KFDM that city, the court reversed the FCC. This involved stock options held by W. P. Hobby (KPRC-AM-FM-TV-*Houston Post*) and the court felt that the Commission should have taken note of one of these taking place after the initial decision but prior to the final decision.

These Court of Appeals rulings have raised a small-scale furor within the communications legal fraternity—although many radio-tv lawyers privately admit that the court's decisions are what they expected right along.

However, so serious is this blanket authority considered in some circles that there is hope the U. S. Supreme Court will review the lower court's pronouncements and reverse them.

And, in fact, the refusal of the appeals court to reverse the commission's decision in the Sacramento ch. 10 case has been re-appealed by the unsuccessful applicant, McClatchy Broadcasting Co. McClatchy two weeks ago submitted a formal petition to the appeals court to rehear the case with a full court in attendance [B•T, Feb. 13]. The cases are usually heard by three-judge panels.

Among the FCC comparative tv decisions still in the Court of Appeals are those involving the following:

Shreveport, La., ch. 12, where KSLA-TV Shreveport was granted, and KRMD Shreveport and Southland Television Co. were denied; Shreveport, La., ch. 3, where KTBS Shreveport was granted and KWKH Shreveport was denied; Sacramento, Calif., ch. 3, where KCRA Sacramento was granted and KXOA Sacramento was denied; Flint, Mich., ch. 12, where WJR Detroit was granted and Butterfield Theatres Inc. was denied; Fort Wayne, Ind., ch. 69, where WANE Fort Wayne was granted and Anthony Wayne Broadcasting Co. was denied; Fresno, Calif., ch. 12, where KFRE Fresno was granted and KARM Fresno was denied; Knoxville, Tenn., ch. 10, where WBIR Knoxville was granted and Tennessee Television Inc. and WNOX Knoxville were denied, and Miami ch. 7, where Biscayne Television Corp. was granted and South Florida, East Coast and Sunbeam Tv Corps. (all) were denied.

There are a number of issues involved in these cases. Most significantly, many touch on such subjects as the Commission's diversification policy, newspaper ownership, past broadcast record, program effectuation, and integration of ownership and management.

Unless the Supreme Court commands the lower court to reverse itself, it seems that the FCC has the power to pick and choose among the applicants on whatever basis it feels significant in a particular docket. Similarly, the Supreme Court's refusal to accept review in the two appeals now before it will leave as law the existing appeals court decisions giving the Commission these broad powers of choice.

UHF-VHF SESSIONS RESUME WEDNESDAY

THE Senate Commerce Committee will hold hearings Wednesday through Friday in its investigation of tv networks and uhf-vhf troubles with 13 witnesses scheduled. The networks are scheduled to testify on allocations problems March 26-28.

Committee Chairman Warren G. Magnuson (D-Wash.) said that with testimony this week by 13 witnesses he hopes to wind up one phase of the probe, except for network testimony. He said other phases of the tv inquiry will be explored at hearings in mid-April.

The list of network witnesses has not been compiled yet, Sen. Magnuson said.

Scheduled witnesses this week:

Wednesday—John Engelbrecht, WTSK-TV Knoxville (ch. 26) and WIKY-AM-FM Evansville, Ind.; Stephen A. Cisler, KEAR San Francisco; Benito Gaguine, Washington attorney representing WKOW-TV Madison, Wis. (ch. 27); John H. DeWitt Jr., WSM-TV Nashville (ch. 4); Paul W. Morency, WTIC-AM-TV Hartford, favored by an FCC initial decision for ch. 3 there, and Elmer W. Engstrom, RCA senior executive vice president.

Thursday—Paul Bartlett, KFRE Fresno, Calif., grantee of ch. 12 there; Arthur W. Scharfeld, Washington attorney representing Radio Wisconsin Inc., grantee for ch. 3 at Madison; Clifford F. Rothery, president, National Assn. of Broadcast Employes & Technicians (NABET); John J. Gunther, Americans for Democratic Action (ADA); Irving Ferman, American Civil Liberties Union (ACLU), and Andrew J. Biemiller, AFL-CIO.

Friday—H. Leslie Hoffman, president of RETMA and of Hoffman Electronics Corp., Los Angeles, set producer.

JUSTICE ACCEPTS 16 MM FILM EDICT

THE Dept. of Justice will not appeal a federal court judge's ruling throwing out its antitrust suit against 12 motion picture companies for conspiracy to withhold their films from television.

The government's suit—against such Hollywood majors as RKO, 20th Century-Fox, Columbia, Warner Bros., Universal, Republic—was brought in 1952. It charged that the producers had illegally conspired to restrain distribution of 16mm feature films to television and other outlets.

Last December, Los Angeles Federal Judge Leon R. Yankwich ruled that the government had failed to prove its case of conspiracy [B•T, Dec. 12, 1955]. He held that although the companies may have kept films off tv for economic reasons, no proof had been offered that they had conspired together in violation of the Sherman antitrust law.

Attorney General Herbert Brownell Jr. pointed out that in recent weeks many of those named in the suit have licensed or sold over 1,800 features and westerns to tv. In addition, he said, there have been reports that the remaining defendants are negotiating to release some of their features to tv.

One of the principal objectives of the suit, Mr. Brownell said, was to make feature movies available to tv. Since a "substantial" flow of feature films from major studios has started, he said, continuation of the litigation would serve no practical purpose.

House Bill Would Define Areas for Antitrust Action

A BILL to give the Attorney General authority to take antitrust action against industries under regulation by federal agencies, including the FCC, was introduced last week by Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee and of its Antitrust Subcommittee.

Rep. Celler said his bill (HR 9762) would make it plain Congress intended federal regulatory agencies "to supplement and not supersede" the free enterprise system. The Celler measure, introduced as a statement of congressional policy, provides that no antitrust action instituted by the U. S. "shall be barred or stayed for the reason that any official, agency, board, or commission has jurisdiction or is exercising jurisdiction over some or all of the activities included in the alleged antitrust violation."

In recent testimony before congressional committees [B•T, March 5], Stanley N. Barnes, assistant attorney general in charge of the Justice Dept.'s Antitrust Div., said the Justice Dept. has been left in doubt by one court decision about its jurisdiction in certain areas of FCC activity. He declined to comment at that time on whether he thought Congress should establish primary and secondary jurisdiction between the FCC and the Justice Dept. in enforcing antitrust laws.

In introducing his bill, Rep. Celler cited

several federal agencies which he said "have approved exemptions from the antitrust laws which are not necessary in the public interest."

The bill provides that "where Congress has authorized any . . . commission to restrict entry into an industry such authority shall be exercised in a manner to give the maximum effect practicable to the antitrust laws."

Ike Names Justice's Barnes U. S. Ninth Circuit Judge

NOMINATION of Stanley N. Barnes, Assistant Attorney General in charge of antitrust activities of the Dept. of Justice, to be a U. S. Circuit Judge for the Ninth Circuit, was made last week by President Eisenhower.

Mr. Barnes, who only two weeks ago disclosed Justice Dept. investigations of possible antitrust violations in the television industry [B•T, March 5], is a California Republican who was named to his Justice Dept. post in 1953. He is 55 and was a Los Angeles County Superior Court judge from 1947 to 1953. The Ninth Circuit includes seven western states (Arizona, California, Idaho, Montana, Nevada, Oregon and Washington, and Alaska and Hawaii). Mr. Barnes, whose appointment is subject to Senate confirmation, will succeed William E. Orr, who retired last January.

In two Capitol Hill appearances earlier this month, Mr. Barnes indicated that the Justice Dept. was looking into such television matters as: (1) networks requiring advertisers to take network-owned programs in order to secure prime time, (2) "block-booking" of films to tv stations, (3) NBC-Westinghouse stations swap and (4) wrestling on tv.

Under his aegis as chief administration antitrust officer, the Justice Dept. has settled antitrust suits against the following via consent decrees: AAAA, AT&T and IBM. Still pending are suits against American Newspaper Publishers Assn., other media groups and RCA (patent licensing). Also tried during Mr. Barnes' tenure with the Justice Dept. was the government suit against the National Professional Football League and the *Kansas City Star* case.

FCC Gets $7.8 Million In Bill Passed by House

THE House Wednesday passed by voice vote the Independent Offices Appropriation Bill (HR 9739), which includes $7.8 million for the FCC in fiscal 1957 starting next July 1 [AT DEADLINE, March 5].

The amount is $50,000 less than the Budget Bureau estimate but $930,000 over the current fiscal year (1956)—$6,870,000. Included is $141,000 to continue the FCC's current study of radio-tv network broadcasting, expected to be concluded at the end of fiscal 1957 (June 30, 1957). Congress gave the FCC $80,000 to begin the study for fiscal 1956.

A House Appropriations subcommittee headed by Rep. Albert Thomas (D-Tex.) said in reporting out the bill the previous week that the $930,000 increase over 1956 is for hiring 70 additional employes to reduce radio-tv and special services backlogs.

The appropriations measure went to the Senate, where it was referred to a Senate Appropriations subcommitee headed by Sen. Warren G. Magnuson (D-Wash.), who also is head of the Senate Commerce Committee, which has jurisdiction over Senate legislation affecting the FCC.

The appropriations measure went to the Senate, where it was referred to a Senate Aping the FCC. A staff member of the Senate Appropriations group said Friday the FCC will not be called for hearing for "a month or more."

Competition Quits

POSSIBILITY of a comparative hearing between two applicants for establishment of a common carrier microwave relay to feed tv signals from Denver to a Rapid City, S. D., community television system evaporated last week when Bartlett & Reed management withdrew, leaving Black Hills Video Co. the surviving applicant. The withdrawing applicant was to be paid $3,000 for out-of-pocket expenses.

Hearing scheduled for March 20 will continue, however. Black Hills must convince the FCC that there is a need for the service. Intervenor in the hearing is AT&T. Black Hills proposes to spend $300,000 to build the nine-hop relay over the 300-mile route.

Community antenna system in Rapid City is a local corporation. As part of its agreement to withdraw, Bartlett & Reed secured an option to acquire 20% ownership in the community system. Black Hills is owned by a group of businessmen, mainly from Little Rock, Ark.

There is one tv station in Rapid City—KOTA-TV operating on ch. 3 and affiliated with all three tv networks.

Glasmann Purchases Get FCC Approval

AMONG station sales approved by the FCC last week was the $1 million-plus transfer of control of three radio stations and two tvs from the Frank C. Carman-Grant W. Wrathall-O. and Sharon Lee Powers interests to publisher A. L. Glasmann and family. Stations involved and sale prices are KUTV (TV) Salt Lake City, Utah ($1,033,333); KLIX-AM-TV Twin Falls, Idaho ($95,598); KGEM Boise, Idaho ($64,-356); KOPR Butte, Mont. ($40,000), for a total of $1,233,287.

The *Ogden* (Utah) *Standard-Examiner*, 72.3% controlled by Mr. Glasmann, will own 51% of KUTV, and the *Salt Lake City Tribune*, 50% owner with the Carman-Wrathall group, retains 35%. Among other KUTV principals are Mr. and Mrs. George C. Hatch, the latter a daughter of Mr. Glasmann. KLIX-AM-TV, owned 50% by the Carman-Wrathall interests and 50% by J. Robb Brady and associates, will now be 100%-owned by the Glasmann family.

The Carman-Wrathall group is selling its 75% of KGEM to a corporation 100%-owned by KLO Ogden (*Standard-Examiner*). The *Standard* also holds interests in KIMN Denver, KMON Great Falls, Mont., and KALL Salt Lake City. The Carman-Wrathall group is selling two-thirds interest in KOPR to KALL, which is owned by Mr. and Mrs. Hatch. Ed. Cooney, KOPR manager will own one-third of KOPR.

The FCC also approved the sale of WOKO Albany, N. Y., from the Governor Dongan Broadcasting Corp. (James T. Healey) to Carl L. Lindberg and Howard B. Hayes for $64,701. Mr. Lindberg owns 67.2% of WPIK Alexandria, Va. Mr. Hayes is a Washington, D. C., consulting engineer and a former WPIK principal.

Also approved by the FCC was $90,000 assignment of license of WDOV-WDOX (FM) Dover, Del., to Henry Rau and associates (WOL-AM-FM Washington).

WMUR-TV PROTESTS FILM 'EXCLUSIVES'

Manchester, N. H., station seeks rule change to prevent station in one city from gaining film rights over other cities.

A CALL for FCC regulation to protect tv stations from exclusive film territorial arrangements outside their own communities was submitted by ch. 9 WMUR-TV Manchester, N. H., last week.

The New Hampshire station asked the FCC to add a new provision to its network rules which would forbid a station from contracting with a film distribution firm for exclusive showing of motion pictures in a community other than the one to which the station is licensed.

This is similar, WMUR-TV said, to the revised territorial exclusivity rule established last year. In that provision the Commission forbade any station from signing an affiliation contract with a network which provided exclusivity in any market but its own.

The petition for rule-making was accompanied with an affidavit by Norman A. Gittleson, executive vice president of WMUR-TV, relating the station's experiences in seeking the purchase of NBC Film Div.'s *Victory at Sea*.

Mr. Gittleson said that the Harvard Brewing Co., Lowell, Mass., had indicated an interest in sponsoring the film on WMUR-TV. When he approached NBC Film Div., Mr. Gittleson said, he was told that ch. 7 WNAC-TV Boston had contracted for the film and that the contract provided for exclusive use within a 75 mile radius of Boston. Manchester is 50 miles northwest of Boston.

When NBC Film Div.'s attention was called to the fact that the same film could be used in Providence, R. I., 44 miles south of Boston, NBC answered that Providence and Boston were considered two separate markets, the affidavit added.

WMUR-TV, using 279.3 kw from an antenna 1,027-ft above average terrain, is affiliated with ABC. But, the petition said, when the Boston ch. 5 case is completed (an initial decision is held by the greater Boston Tv Corp.) it undoubtedly will lose its ABC affiliation—since the Boston vhf stations all put a good Grade B signal into Manchester. This means that its only means of staying alive will be local live and film programs, the station said. If it cannot get good film product, it stated, it will not be able to survive.

The question of film contracts and the part they play in telecasting is one of the issues being explored by the FCC's network study staff. The subject has also been a principal topic at the Senate Commerce Committee's hearings on the uhf problem.

Text of the proposed rule is as follows:

"Sec. 3.659. Film Agreements. No license shall be granted to a television broadcast station having any contract, arrangement, or understanding, expressed or implied, with a supplier of films for television stations which prevents or hinders another broadcasting station, located in a different community, from broadcasting any programs of said supplier of films. As employed in this paragraph, the word 'community' is defined as the community specified in the instrument of authorization as the location of the station."

The petition was filed by Arthur H. Schroeder of the Washington law firm of Miller & Schroeder.

WAAM TV Channel 13
BALTIMORE, MD.
AFFILIATE AMERICAN BROADCASTING COMPANY
Represented Nationally by Harrington, Righter & Parsons, Inc.
New York, Chicago and San Francisco
TOP POWER 316,000 WATTS

FCC DELAYS DEBATE ON 1-NETWORK TIE

THE FCC gave the once over (lightly) last week to FCC Comr. John C. Doerfer's proposal to limit television stations to one network affiliation [B•T, March 5] and decided to pass it over for two weeks.

Mr. Doerfer, meanwhile, emphasized that his proposal was thrown into the hopper in order to engender comments which could be considered when the Commission weighs the various recommendations in the overall allocations proceeding. The target date for coming up with a final decision on this matter has been estimated generally as June 30. It has been pointed out, however, that following the Commission's determination on the overall situation, sundry follow-up rule-making notices may have to be issued.

"This is primarily an expedient," Mr. Doerfer told B•T last week, "in order to bring this idea into line with the pending proceeding. If we wait any longer, this idea will have to be processed as a separate and new rule-making—which may well throw the June 30 target date back another month or so."

The Wisconsin Republican iterated that he was not close-minded on the subject; he could be persuaded otherwise by cogent reasons. But, he declared emphatically. "At least let's get the thing out and the comments in and then we'll be able to judge along with all the other ideas.

"I'm a little bit disappointed that the Commission couldn't see its way clear to solicit comments now," Mr. Doerfer said. "Not that I wanted to see the FCC adopt the rule immediately, but at the moment it looks like an aid to uhf stations."

Comr. Doerfer's proposal—based on his consistent publicly stated belief that programming is the essence of the uhf-vhf problem—would have the FCC promulgate a new network regulation forbidding a tv station from affiliating with or carrying the programs of more than one network.

It is his contention that this would prevent the situation existing in some areas now where one or two vhf stations "skim the cream" of programs of all three networks. Under his plan, where there is one vhf and two uhf stations, each would be affiliated exclusively with one network.

He admitted that there had been some opposition expressed to him by one network, but he said he had received no clearcut expressions from the other two networks.

"That's the very point of the proposal," he said. "To get them all to make their viewpoints known, on the record."

Johnson, English Head Uhf Industry Committee

JOHN G. JOHNSON, general manager and 13% stockholder of the Winston-Salem Broadcasting Co. (ch. 26 WTOB-TV Winston-Salem, N. C.) has been elected chairman of the Uhf Industry Coordinating Committee, it was announced last week.

Elected vice chairman was John W. English, president-12.5% stockholder in ch. 28 WNAO-TV Raleigh, N. C., and a 7% stockholder in ch. 35 WSEE (TV) Erie, Pa.

The new leaders of the uhf group succeed Harold H. Thoms, owner of ch. 62 WISE-TV Asheville, N. C., chairman, and Fred Weber, formerly general manager of WFPG-TV Atlantic City (ch. 46; now dark), and now president-general manager of ch. 13 WHTN-TV Huntington, W. Va., vice chairman. Mr. Thoms resigned due to the press of business interests, and Mr. Weber because he is no longer a uhf operator.

The Uhf-ICC was organized in the spring of 1954 to present the uhf case before the Senate Commerce subcommittee headed by Sen. Charles E. Potter (R-Mich.).

Mr. Johnson has been active in the work of the committee since its inception. The Winston-Salem Broadcasting Co. (James W. Coan, president) also holds a grant for ch. 29 WOTV (TV) Richmond, Va., and owns WSGN-AM-FM Birmingham, Ala., and WLOW Portsmouth, Va.

Uhf WIRK-TV Leaving Air, Lashes Out at FCC Practices

IN a bitter denunciation of the FCC and its "inequities," ch. 21 WIRK-TV West Palm Beach, Fla., last week informed the Commission that the station was going off the air. The station has been on the air since September 1953.

In a letter to FCC Chairman George C. McConnaughey, Joseph S. Field Jr., WIRK-TV president, characterized the Commission as a tool of big business ". . . whose sole function is to protect the network and strong monopolistic vhf influences." Mr. Field said that WIRK-TV had "held out long past the point of good judgment" in hope that the FCC "would see the errors created and make the easy adjustments." He berated the Commission for seeking a solution to uhf problems not from "the people who are suffering" but from "monopolistic networks and powerful vhf interests—the source of our problem."

Mr. Field said the FCC has sown the seeds of uhf's demise ". . . simply by doing nothing—the easiest way out. You let the forces opposing us solve your problem for you. The problem of uhf, which you created, is being solved for you merely by the passage of time."

Speedy FCC Action Gives Guam Two Vhf Channels

ONLY 14 days following a request by KUAM Agana, Guam, asking the FCC to assign ch. 8 to that city [B•T, Feb. 27], the FCC has announced that its table of assignments has been amended to include Guam, and that ch. 10 as well as ch. 8 was being assigned to Agana. The speedy FCC action was unanimous and came as an answer to KUAM's plea for expedited rule-making.

In its petition, KUAM indicated it would apply for the vhf channel when it was assigned to Agana. KUAM also said that if an Armed Forces tv station were established, as contemplated by the Dept. of Defense, KUAM—which supports itself mainly through advertising directed to military personnel—would be ruined. Last year, KUAM vigorously campaigned against establishment of a military tv station on the island [B•T, May 30, 1955].

Caguas Initial Decision Down

RECOMMENDATION that ch. 11 at Caguas, P. R., be awarded to American Colonial Broadcasting Corp, was made last week in an initial decision issued by FCC Hearing Examiner H. Gifford Irion. American Colonial became the sole applicant when the FCC dismissed with prejudice the competing application of Supreme Broadcasting Co. Supreme failed to meet the deadline for notice of appearance at the hearing and asked the FCC to accept a late filing. The Commission denied the request.

Government Loses Appeal In 1950 WTOP-TV Tax Case

FOR tax purposes, a station comes into existence when it is given a construction permit, the U. S. Court of Appeals has ruled in upholding a U. S. Tax Court decision involving the 1950 sale of ch. 9 WOIC (TV) Washington (now WTOP-TV) by Bamberger Broadcasting Co., to the Washington Post Co. and CBS.

A suit was brought by General Teleradio Inc. (Bamberger-Macy interests) to recapture $37,257 paid in taxes under protest when the ch. 9 station was sold for $1.4 million. The District of Columbia tax collector ruled that liability came under a provision which holds that income from a sale of property held less than two years comes under an income and franchise tax. WOIC received a grant in 1946 and began operating in 1949. The U. S. Tax Court ruled last year that station ownership began in 1946 when a construction permit was issued [B•T, May 23, 1955]. The D. C. government appealed and the March 1 court ruling followed.

Initial Decision Favors Second Am for N. C. City

THE economic injury protest received another setback last week when FCC Hearing Examiner H. Gifford Irion recommended confirmation of an FCC grant for a new am station in Statesville, N. C. (550 kc, 500 w daytime). In an initial decision, Mr. Irion recommended denial of a protest by WSIC-AM-FM Statesville, which claimed the market could not support two stations and that so great are the chances that a new station would fail, the applicant could not be considered financially qualified to build and operate.

Mr. Irion, in conceding that there was a "strong possibility" that one of the stations might fail, reiterated that the law "does not insure the individual broadcaster a profitable return on his investment." And although the new station might succumb for lack of revenue, this possibility does not retroactively render the applicant unqualified, Mr. Irion stated.

Caribou, Me., Bid Withdrawn

REQUEST for permission to withdraw as an applicant for ch. 8 at Caribou, Me., was filed with the FCC last week by Elson Television Co., competing for the channel with Aroostook Broadcasting Co. The hearing on the applications is scheduled to begin next Monday, March 19. In its petition for dismissal, the Elson Tv Co. included an agreement with Aroostook, whereby the latter, upon being awarded the grant, will pay the Elson Tv Co. $3,150. The $3,150 represents Elson Tv Co.'s expenses incurred in prosecution of its application, it was stated.

Pa. Passes Anti-Bait Law

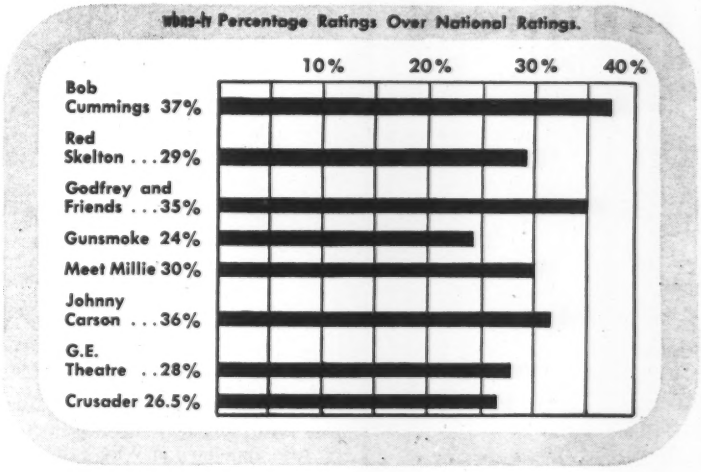
ANTI-BAIT legislation has been enacted in Pennsylvania, strengthening the state's penal code making it a misdemeanor to advertise anything which is untrue, deceptive or misleading. The measure was sponsored by Pennsylvania Newspaper Publishers Assn., Pennsylvania Retailers Assn. and other groups.

The state law now provides that those advertising or offering for sale to the general public with intent not to sell or with intent not to sell at the price advertised will be guilty of a misdemeanor and on conviction be subject to a $1,000 fine or six months in prison or both. Provision is made for innocent mistakes or typographical errors.

like Magic?

No. . .

wbns-tv's dominant position in the rapidly growing Central Ohio market determines audience delivery.



In January, 1956, for instance, wbns-tv's audience delivery on "Stage Show" was 50% over national ratings.

Other ratings on popular CBS evening network programs* (illustrated in the graph) indicate strong market preference for wbns-tv's program schedule.

In the fast growing Central Ohio market, dominated by wbns-tv, the Columbus Metropolitan population alone now stands at 607,890 and is increasing at the rate of 48.8 persons per day.

Ask your "Blair" man about spot availabilities around these high rated programs. wbns-tv is a sure buy in one of America's fastest growing markets.

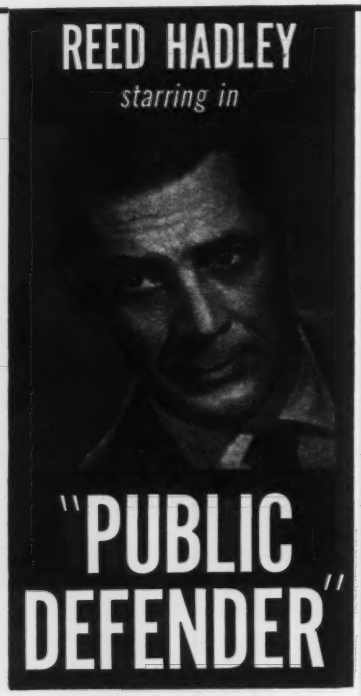
*Composite ratings for CBS-TV programs based on multiple markets and specially prepared for wbns-tv by the American Research Bureau.

wbns-tv

channel 10
columbus, ohio

Affiliated with Columbus Dispatch. General Sales Office: 33 North High St.

CBS



He'll go all-out to win a case! Millions of Americans know that and love him for it. But Public Defender doesn't only swing juries. Entire segments of the population are influenced in their choice of food labels and merchandise brands by what they see advertised on these bristling-with-action Public Defender shows. In your market too, whatever you have to sell, Public Defender will tip the balance of public opinion in your favor!

69 HALF HOURS

First run in many markets! Powerful re-run value in ALL markets!

Interstate TELEVISION CORPORATION

NEW YORK 445 Park Ave. MUrray Hill 8-2545 | CHICAGO 1250 S. Wabash WAbash 2-7937 | HOLLYWOOD 4376 Sunset Drive NOrmandy 2-9181

WESTINGHOUSE BOOSTS KEY PERSONNEL

Lasky named in charge of all west coast operations; Conley assistant to the president; Bachman KEX general manager, and Blain midwest sales manager.

APPOINTMENTS of Philip G. Lasky, general manager of Westinghouse Broadcasting Co.'s KPIX (TV) San Francisco, as executive in charge of all WBC west coast operations, and John B. (Steve) Conley, general manager of KEX Portland, Ore., as assistant to the president on special projects, highlight new appointments announced by WBC President Donald H. McGannon.

Mr. Lasky will continue as KPIX general manager in addition to his expanded responsibilities. Mr. Conley will remain in Portland while working directly with WBC's headquarters in New York, Mr. McGannon said.

MR. CONLEY

MR. LASKY

Herbert L. Bachman, who has been advertising and sales promotion manager of KPIX, succeeds Mr. Conley as KEX general manager, the WBC president announced.

Also appointed at WBC last week was Ewart M. (Ewie) Blain, sales manager of the firm's KYW Cleveland, who becomes WBC's midwest sales manager, located in the Chicago office of Free & Peters, station representative. Mr. Blain, who succeeds George Tons, transferred to WBC's KDKA-TV Pittsburgh as national sales service manager, will represent Westinghouse Broadcasting in both radio and tv sales. Mr. Blain's appointment was the first made by Alexander W. Dannenbaum Jr., newly-named national sales manager [B•T, March 5].

MR. BACHMAN

MR. BLAIN

In announcing the other appointments, President McGannon cited the growth, history and prospects of the West Coast, noting that "we have witnessed great expansions there . . . during our years of operation in San Francisco and Portland" but "are convinced that the real growth in both these markets is yet to come." He pointed out that both KPIX and KEX operate with maximum power.

Mr. Lasky, who with a group of associates founded KPIX in 1948, has been in broadcasting since the 20's, when he was a "one-man engineering department" at KFEL in his home town, Denver. During the early 30's he was general manager of KDYL Salt Lake City, much of whose transmitting equipment he made. He became general manager of KSFO San Francisco in 1935, and later acquired interests in other west coast stations.

In his new post, Mr. Conley will operate at the management and policy level, Mr. McGannon said. A member of the Westinghouse organization since 1925, when he joined the accounting department of the parent Westinghouse Electric Corp., Mr. Conley became auditor-treasurer of WBC in 1936, station manager at WOWO Fort Wayne, Ind., and later at KEX (both between 1940-46). In 1946, Mr. Conley was appointed general manager of the broadcasting company and a year later named a member of the board of directors, returning to Portland in 1950 as general manager.

Mr. Blain, a broadcast sales veteran since 1932 when he started at WFBL Syracuse, N. Y., joined Free & Peters, New York, in 1940. He left F&P in 1951 to become an account executive with CBS-TV, moved two years later to WEEU-TV Reading, Pa., as sales director, and in 1954 started his association with KYW (then Philadelphia).

Mr. Bachman joined KPIX in 1952 as promotion and research director. He formerly was director of the research and promotion department of Headley-Reed Co., having established the department in 1949. Before that, he was with ABC, starting in 1946 and becoming manager of television research in 1948.

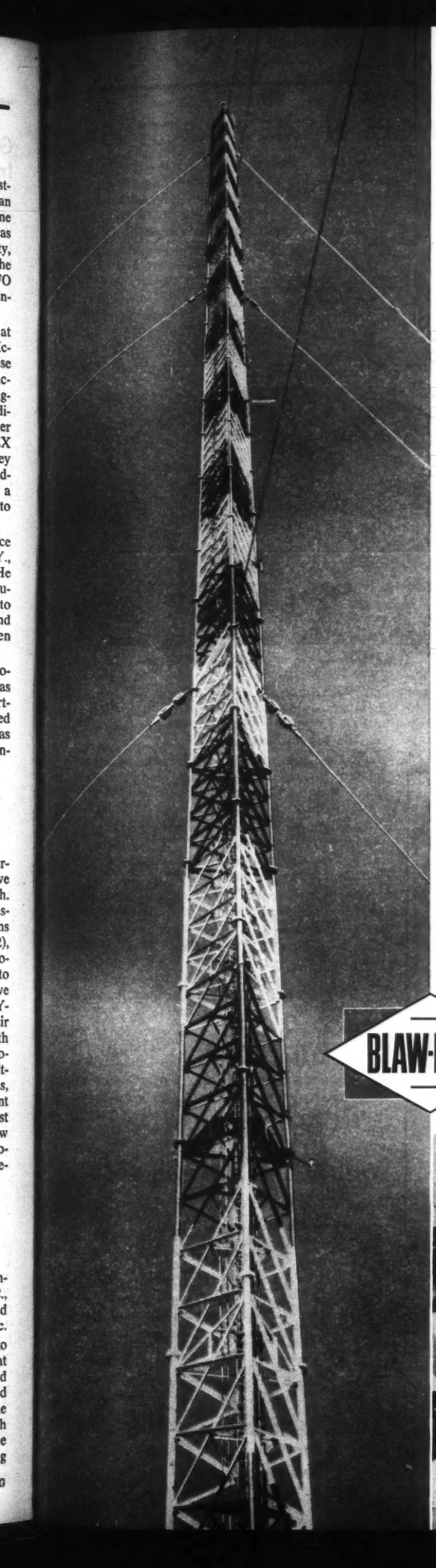
WDMJ (TV) to Pick Up Shows By RCA's Microwave System

RCA has announced that installation is underway of a "multi-hop" broadcast microwave system for WDMJ (TV) Marquette, Mich. (ch. 6) to pick up out-of-air, for subsequent transmission to its broadcast area, network programs carried by WBAY-TV Green Bay, Wis. (ch. 2), 170 miles away. Used will be three RCA microwave hops for relay of WBAY-TV signals to WDMJ's transmitter site. This first microwave repeater station will be set up within WBAY-TV's broadcast range to permit direct off-air reception and pickup of network programs, with signals then relayed through two other microwave stations to WDMJ's broadcast transmitter. Installation, according to A. R. Hopkins, manager, RCA Broadcast and Tv Equipment Dept., will use RCA's highpower broadcast microwave equipment capable of up to 10 kw effective radiated power. The transmitter produces 1 w power output on any selected frequency between 5,850 and 7,125 mc.

North Carolina Foundation Elects Essex as President

HAROLD ESSEX, vice president-general manager of WSJS-AM-TV Winston-Salem, N. C., has been elected president of the newly-formed Broadcasting Foundation of North Carolina Inc.

The foundation, established a fortnight ago at a meeting of North Carolina broadcasters at Chapel Hill, is described as a "non-profit and educational corporation formed to sponsor and promote the advancement of education in the fields of radio and television at the U. of North Carolina." Funds from the foundation will be used solely for education purposes in teaching



. . . 1088 foot guyed tower designed for triple service

This triangular, guyed type 1088 foot tower . . . with insulated base and sectionalizing insulators at the 640 foot level . . . does triple duty for WMCT, Memphis, Tennessee.

The lower part of the tower is used as an AM radiator for WMC. In the portion above the insulator and just below the top is mounted an 8-bay FM antenna for WMCF. On top of the tower is a 6-bay super turnstile antenna for television station WMCT.

In addition to this main tower, they use three Blaw-Knox self-supporting 315 foot towers in nighttime directional operation . . . plus a 310 foot guyed tower for an auxiliary. So at this one station they have a total of five Blaw-Knox towers.

This unusual installation is typical of how we are prepared to cooperate with you on any antenna tower problem you may have.

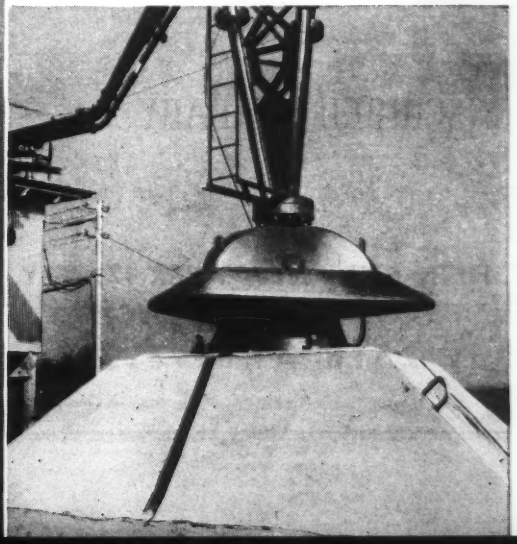
For more information on the many types of Blaw-Knox Antenna Towers, simply write for your copy of Bulletin No. 2417. Or, for prompt service send us your inquiry, specifying height of tower and type of antenna.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX

ANTENNA TOWERS

Guyed and self-supporting types—for AM • FM • TV • microwave • communications • radar



Distributed by GraybaR

Looking skyward, note the solid round corner legs and the double laced structural angle bracing. Insert shows the triple unit compression cone base insulator.

radio and tv script writing, operation and production in the university's Communications Center.

Other officers of the foundation are Richard H. Mason, WPTF Raleigh, vice president; J. Frank Jarman, WDNC Durham, secretary, and John H. Bone, WNAO-AM-TV Raleigh, treasurer.

Janet Anderson to Head Hollingbery's New Office

MRS. JANET ANDERSON has been appointed manager of the new office of George P. Hollingbery (station representative firm), opened in Minneapolis earlier this month.

The new office is located in Room 720 of the Roanoke Bldg. The telephone number is Federal 3-0519.

Minneapolis-St. Paul advertisers and agencies will be called on by the Chicago Hollingbery sales force, but the Twin City office "will make available faster and more effective service."

Mrs. Anderson previously was with the media and creative department of the Jaffe-Naughton-Rich Advertising Agency.

Henry Joins WAKE Atlanta

MICHAEL HENRY, former general manager, WKOW-AM-TV Madison, Wis., joined WAKE Atlanta as operating executive Feb. 27, it was announced last week by the Bartell Group, WAKE owners. Mr. Henry, a former newscaster in the Midwest, also is executive vice president of the Greater Boston Tv Corp., recently awarded ch. 5 in Boston.

FREE & PETERS CHANGES NAME MARCH 15

Firm becomes Peters, Griffin, Woodward Inc. on March 15 to identify top management more directly with company. Personnel, policies to remain the same, officials say.

THE NAME of Free & Peters, prominent in the station representation field for almost 20 years, will change on March 15 to Peters, Griffin, Woodward Inc.

Only the name is being changed. Officials said all management, organization personnel and operating policies will remain the same, and that the name change was made to identify top management more directly with the company. The principals are H. Preston Peters, president; Russel Woodward, executive vice president and director of radio, and Lloyd Griffin, vice president and director of television.

James L. Free, whose name was linked with that of Mr. Peters to form the corporate title new being relinquished, retired from active management in May 1946 and is living at Santa Barbara, Calif.

F&P's predecessor firm, Free & Sleininger, was founded in Chicago in May 1932 by Mr. Free & Clifford L. Sleininger. They were joined two months later by Mr. Peters, who left the *Chicago Tribune* to become the third member of the firm. The name was changed to Free & Peters in October 1936. Mr. Sleininger left the organization in that year.

MR. PETERS MR. GRIFFIN MR. WOODWARD

F&P's "old colonel" trademark, originated in the firm's early days to lend a mature identification to a young organization, will continue to be used by PGW.

The company currently represents 23 television and 30 radio stations. It has offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood and San Francisco.

Mr. Peters has been with the firm since July 1932 and has been president since May 1942.

Mr. Woodward has been with the organization since Sept. 1, 1934. Before that, he had been with George Batten Co., and shortly after that agency's merger into BBDO he had been one of a group of five who opened Benton & Bowles in 1929.

Mr. Griffin was radio director of Knox Reeves, Minneapolis, before World War II. During wartime service with the Office of War Information—psychological warfare—he met Mr. Peters while both were assigned to the Far Eastern Div., and upon leaving OWI he joined Free & Peters in 1945.

Walton Succeeds Ragland

ROBERT J. WALTON, midwest sales manager for farm publications represented by The Katz Agency, New York, last week succeeded Tom Ragland as farm director of John Blair & Co., Chicago, radio station representatives. Mr. Ragland resigned several weeks ago to join WHBQ-TV Memphis, Tenn., as national sales manager.

MR. WALTON

FOR
"TOP O' THE MORNIN'"
PROGRAMS

ALL DAY LONG ON ST. PATRICK'S DAY . . .

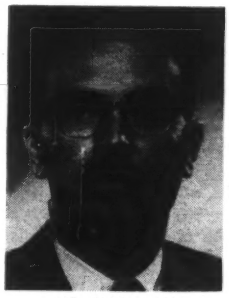
Play the Gay, Irish Music from the

SESAC TRANSCRIBED LIBRARY

sesac 475 FIFTH AVE. NEW YORK 17, N. Y.
"THE BEST MUSIC IN AMERICA"
Celebrating Our 25th Anniversary

KSL-AM-TV Salt Lake City Names Halliday to New Post

EUGENE M. HALLIDAY has been named vice president and director of a newly-created service department at KSL-AM-TV Salt Lake City, it was announced last week by Jay W. Wright, administrative vice president of Radio Service Corp. of Utah, which owns and operates the station.



MR. HALLIDAY

Mr. Halliday has been with KSL-AM-TV for 22 years and has served in various executive capacities, including posts as KSL-AM program and production manager, KSL-TV sales manager and, most recently, as general manager of KSL-AM.

Clayton L. Perkins, purchasing agent for the corporation, will serve as assistant to Mr. Halliday.

Other changes in the KSL-AM-TV administration announced by Mr. Wright: Joseph A. Kjar, KSL-AM sales manager, named director of sales and promotion, and J. Allen Jensen, KSL-AM program director, appointed director of operations and programming.

Connors to KLZ-AM-TV

JOHN CONNORS has been named to head an expanded promotion-advertising department at KLZ-AM-TV Denver, according to Phil Hoffman, station vice president - general manager. He replaces Harold Storm, who resigned to enter private business.

MR. CONNORS

Mr. Connors was KLZ promotion chief from 1947-52 and returns to the station from Bob Betts Agency, Denver. His first move was to name Quinton McCredie, Bezoff Adv., Denver, promotion production manager, and Jean Roxie Mason, Alexander Film Co., Colorado Springs, promotion assistant, as part of the expansion program.

WGN-TV Boosts Rate Card

WGN-TV Chicago has announced new rate card (No. 15), boosting charges for the first time in nearly 18 months. The basic one-hour rate for Class A time has been increased from $1,500 to $1,800 and reclassified as 8-11 p.m. every day. The rate boost was pegged on the station's increase in power to 316 kw Jan. 15, according to Ted Weber, WGN-TV sales manager. New rates are effective March 1.

WCAU Lengthens Prime Time

WCAU Philadelphia has issued Rate Card No. 30, effective yesterday (Sunday), Jack deRussy, WCAU sales director, announced. The new rates cover an overall increase of 8 to 10% and extends Class "A" time from 7:30-10 p.m. to 6-10:30 p.m. However, the Class "A" hourly rate of $500 remains the same.

Advertisement

From where I sit *by* Joe Marsh

Do-It-Whose-Self?

Monk McCarthy's almost as good at publicity stunts as he is at servicing and repairing cars—which is pretty darned good.

His latest gimmick is a handbill titled: "DO-IT-YOURSELFERS! Why Not Grease Your Own Car?"

Then he follows with two paragraphs about all the greases you'll need—the full set of wrenches, spray gun, grease gun, four jacks—the ability to work flat on your back with a face full of goo. And at the very end there's this line: "Or, if that's too much trouble, we'll do the job for 75¢."

From where I sit, I'll have to admit Monk's schemes attract attention. They often seem farfetched to me, but he and I always had different opinions on how to run a business—just as we have different opinions about what's the best beverage. He likes hot tea—I prefer a glass of beer—which doesn't keep us from having a "smooth-running" friendship.

Joe Marsh

Copyright, 1956, United States Brewers Foundation

IT'S HOT IN BOSTON

NOT THE TEMPERATURE

WCOP

WCOP

1150 on Your Radio

KLPM, KCRA-AM-TV TAP ON COURT DOOR

RADIO and television roles in covering court trials, bolstered by the Colorado Supreme Court's decision outlawing Canon 35 there [B•T, March 5], received further support last week as KLPM Minot, N. D., received judicial tributes for its coverage of a murder-sodomy case.

A new courtroom issue developed during the week as KCRA-AM-TV Sacramento, Calif., asked permission to broadcast a murder trial scheduled to start March 21 before Superior Court Judge Raymond Coughlin. The request was made despite Canon 30 of the constitution of the Conference of California Judges. This canon, resembling Canon 35 of the American Bar Assn., bans radio-tv or photo coverage.

Holding he was bound by the state canon, Judge Coughlin referred KCRA-AM-TV to Supreme Court Chief Justice Phil Gibson, president of the California Judicial Council, and Superior Court Judge Edward Bishop, president of the California Conference of Judges, as next authorities. George Greaves, KRCA (TV) Los Angeles, president of California State Radio & Tv Broadcasters Assn., is expected to cooperate in KCRA-AM-TV's effort to obtain permission to cover the trial with radio and tv. The case involves the knife slaying of a seven-year-old child in a Sacramento theatre.

Judge Coughlin told KCRA-AM-TV, "I see no objection to it (the broadcast) if the courtroom is properly constructed and equipped for taking tv pictures. That is, avoiding any interference with orderly conduct of the trial. The undoubted purpose prohibiting radio and tv as set out in Canon 30 (Calif.) is to prevent interference with the orderly and proper conduct of judicial proceedings."

Says Canon Dictates

He held he was bound by the canon provisions. The language of Canon 30 follows: "Proceedings in court should be conducted in an atmosphere of fair impartiality and dignity and decorum. Taking photos in courtrooms during court proceedings, broadcasting, or recording for broadcast, all or any part of a court trial by radio, tv or otherwise, is an improper interference with judicial proceedings and should not be permitted by a judge at any time."

KCRA-AM-TV has retained Judge Justin Miller, former NARTB board chairman who took a leading part in the Colorado Supreme Court hearing, to represent it in the effort to obtain permission to broadcast the trial.

The Minot broadcast, involving a case that aroused intense local concern, provided an important public service, according to Roy A. Ilvedson, chief defense attorney. The arraignment and sentencing were carried by KLPM, drawing praise from Judge A. J. Gronna, who presided [B•T, Feb. 27].

Judge Gronna later told Kenneth M. Knutson, KLPM news director, he "didn't even notice" the microphones. Mr. Ilvedson, a former district judge, told Mr. Knutson:

"So far as the public was concerned, I felt that hearing Olive (Charles Harlyn Olive, the defendant) testify, the inflection of his voice, the manner of telling his story, was far more effective than reading about it. I felt the public in listening to Olive felt that he was telling the truth when he said he wanted help (treatment) and couldn't get it.

"I wasn't too happy about the arraignment being broadcast, but after hearing it myself, and hearing the comments from people about it, I felt that in this particular case the broadcast served a good purpose in getting all the facts to the people." He added that he felt the microphones did not materially affect the testimony of his client.

The defendant heard part of the broadcast while riding in a car enroute to the penitentiary. He asked to hear the KLPM repeat, making no comment until he reached his own testimony when he said he had "heard enough."

The Rev. Forrest B. Sharkey, president of the local ministerial association, said that when the broadcast was announced, a member demanded action to prevent it. "Because the arraignment was held without notice," Mr. Sharkey said, "the broadcast was our only opportunity to hear it. Personally, I thought it was a very, very good presentation."

Mr. Knutson said comments made directly to the stations by listeners "seemed to run about eight-to-one in favor of the broadcast."

The arraignment time was moved up at the last hour without giving public notice because of the intense local interest in the case. The KLPM newsroom heard of the change shortly before the arraignment and asked permission to record proceedings for broadcast purpose. Mr. Knutson contended the broadcast would provide the community with its only opportunity to get a firsthand report of the story.

Judge Gronna granted permission, with engineers having less than a quarter-hour to set up microphones and recording equipment. KLPM agreed with Judge Gronna that the arraignment would be broadcast in its entirety, with the understanding that it would be carefully edited to delete any objectionable parts.

Such terms as "sodomy," "homosexual" and "private parts" were used. Mr. Knutson said the question of good taste in carrying the recording with these terms "was weighed carefully against the possibility that an attempt to make deletions would completely destroy the effectiveness of the broadcast." Therefore the recording of 1 hour and 53 minutes was carried without deletions, starting at 1 p.m., when it would be beyond the hearing of school-aged children. Public reaction led to decision to carry a rebroadcast at 9:45 the same evening when smaller children would not have ready access to it, he said. The station publicized both broadcasts and a paid advertisement was run in the city's only daily newspaper.

GEORGE C. HATCH (l), president, KALL Salt Lake City and Intermountain Network board chairman, congratulates Homer K. Peterson, newly-appointed KALL manager. For the past four years Mr. Peterson has been sales manager of Intermountain.

MADISON AM-TV MERGER PLANNED

PROPOSED merger of WIBA Madison with ch. 33 WMTV (TV) Madison, by which WIBA would own two-thirds of the uhf outlet, was disclosed last week by Gerald A. Bartell, president of the uhf television outlet.

WIBA (5 kw on 1310 kc) was 50% owner of the unsuccessful applicant for Madison ch. 3, granted last month to WISC Madison (Morgan Murphy interests). It is owned two-thirds by *The Capital Times* and one-third by *Wisconsin State Journal* and is affiliated with NBC.

No figures were released by Mr. Bartell in his announcement. It was understood, however, that WIBA would pay an aggregate of about $600,000 for the 66⅔% ownership in WMTV. A board of directors for the combined group was proposed at a meeting earlier this month. It would consist of Mr. Bartell, William T. Evjue and George R. Stevenson of the *Capital Times* and Don Anderson and Roy Matson of the *Journal*.

WMTV is affiliated with NBC and ABC. It began operating in 1953. The Bartell interests also own WOKY Milwaukee, WAPL Appleton, both Wisconsin; WAKE Atlanta, Ga.; KCBQ San Diego, Calif., and KRUX Phoenix, Ariz.

The proposed merger is subject to approval by stockholders of both corporations and by the FCC.

At the same time, a petition for reconsideration filed earlier with the FCC by WMTV against the Madison ch. 3 grant to WISC was withdrawn.

Also operating in Madison is CBS-affiliated ch. 27 WKOW-TV.

WLS News Chief W. J. Small To WHAS-AM-TV News Post

WILLIAM J. SMALL, director of news, WLS Chicago, has resigned effective March 19 to join WHAS-AM-TV Louisville as director of news. Mr. Small had been with WLS for the past five years and prior to that served with KROD El Paso.

MR. SMALL

Mr. Small is president of the Illinois News Broadcasters Assn., a member of the board of the Radio-Television News Directors Assn., and vice president of the Illinois AP Radio Assn.

Among many awards won by Mr. Small were the National Headliners Club award for consistently outstanding news reporting and the Radio-Television News Directors "Distinguished Achievement Award" in 1955.

REPRESENTATIVE APPOINTMENTS

The Branham Co., N. Y., appointed by WRDW-AM-TV Augusta, Ga., effective April 1, and WITI-TV Milwaukee, effective immediately.

REPRESENTATIVE PEOPLE

James Theiss, account executive, Forjoe & Co., N. Y., radio-tv station representative, to Hoag-Blair Co., tv station representative, in similar capacity.

DISCUSSING Geritol sales by Peoples Drug Stores, Washington, D. C., chain, are (l to r) Fred Houwink, station manager of WMAL-TV that city; Ted Mack, m.c. of the *Original Amateur Hour*, sponsored by Pharmaceuticals Inc. (Geritol) on ABC-TV, and George Burrus, Peoples Drug Store president.

James Thrauh, salesman, Time Inc's *Sports Illustrated*, to CBS-TV Spot Sales, Atlanta, as account executive.

STATION PEOPLE

John B. Soell, H-R Television Inc., station representative firm, to WISN-TV Milwaukee as director of television, responsible for station operations.

MR. SOELL

Cyril J. Ackermann, account executive, WTRF-TV Wheeling, W. Va., appointed regional sales manager.

Jim Bailey, disc jockey, KBIF Fresno, promoted to program director, replacing Bill Barnard, resigned.

Aileen Hartigan, commercial department, KFEQ-TV St. Joseph, Mo., appointed promotion manager.

MRS. HARTIGAN

Stan Richards, disc jockey, WBZ-TV Boston, returns to WORL Boston as program director and disc jockey. He continues tv show on WBZ-TV.

Gilbert H. Spector, director of merchandising and advertising, Gates Engineering Co., Wilmington, Del., to WIP Philadelphia as promotion and publicity director.

Elaine McDonnell, former radio-tv promotion head, National Wildlife Federation, Washington, to WCOP Boston as publicity and sales promotion director.

Jim Cowan, KIDO-AM-TV Boise, Idaho, assigned station's merchandising and promotion.

Bill Eames, program director, WEOK Poughkeepsie, N. Y., to KBOI-AM-TV Boise, Idaho, as news director.

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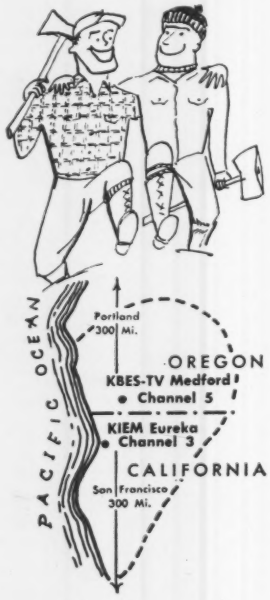

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MARKET FACTS

POPULATION	321,766
FAMILIES	106,535
TV FAMILIES	57,240
RETAIL SALES	$420,528,000
CONSUMER SPENDABLE INCOME	$467,743,000

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AWARDS

'EMMY' GETS ATAS VOTE OF CONFIDENCE

Academy President Don DeFore promises this year's television awards will be "most successful to date." Hal Roach Jr., Ed Sullivan among others answering critics of nominating procedures.

EMMY television awards on NBC-TV this Saturday under Oldsmobile sponsorship will be the most successful presentation to date, Don DeFore, president of Academy of Television Arts and Sciences, promised newsmen last Tuesday in Hollywood, assuring them that "not for a minute" has ATAS considered postponing the show to sooth its critics.

Mr. DeFore reported he received hundreds of telephone calls and telegrams over the previous weekend confirming faith in the Academy and the Emmy awards idea, counteracting the flurry of attacks which were made again this year on the nominating and balloting procedures [CLOSED CIRCUIT, March 5].

He said the ATAS board did not take up the suggestion of tv producer Bernard Fox to delay the award presentation for three months to calk up the chinks because it was too late and the ballots had ample write-in provision to cover oversights.

As for attacks on program categories set forth in the ballots, Mr. DeFore pointed out the lengthy membership and committee meetings last fall in which most critics could have participated and help plan them. He also cited the several meetings held with the newly-established New York chapter to work out a compromise on program categories. He described this as the first real sign of "harmony" between East and West in the tv field.

Sullivan to Head Committee

Ample evidence that Emmy is winning over its worst critics of previous years and will outlive the current complaints, Mr. DeFore said, is the announcement that CBS-TV's Ed Sullivan will chairman the national awards committee for next year. Formerly an outspoken Emmy critic, Mr. Sullivan was among the television notables who aided in formation of the committee of 100 which is operating the ATAS New York chapter until formal organization can be completed after the March 17 awards dinner.

New York enthusiasm for Emmy is shown by the fact the full limit of 1,000 tickets for the dinner at the Waldorf-Astoria was sold out early last week, Mr. DeFore said. Over 2,000 are expected at Los Angeles' Pan-Pacific Auditorium. The 1½-hour NBC-TV show will originate from both points, Art Linkletter acting as m.c. in the West and John Daly in the East. Complexity of the tv field is evident since only two dozen of 40 national awards will be possible on the telecast, the remainder set for closed circuit exchange between the two dinners.

NBC-TV this year is paying ATAS $30,000 for rights to the Emmy presentations, a $5,000 boost over last year. ATAS expects Emmy will be in color next year.

Thomas Freebairn-Smith, ATAS executive secretary, said Boston, Philadelphia and Chicago chapters may be organized this year and groups in St. Louis and Baltimore hope to get underway also. Present membership of 2,000 (1,100 Hollywood, 900 New York) may increase 50% this year, he said.

Tv producer Hal Roach Jr. told newsmen the attacks on the Emmy procedures have not resulted in a balanced press for the total ATAS yearly program in which the awards play only a small part. He cited the many technical and educational meetings and projects fostered by the Academy throughout the year to promote advances in the television art. The Emmy awards, he said, are designed only to single out those members of the profession whom ATAS members feel have made a significant contribution to the betterment of television and as merit awards are not supposed to represent a public popularity poll.

One of the first attacks on Emmy came several weeks ago when Jerry Lewis withdrew as m.c. for the March 17 program, charging he wouldn't do the show since ATAS hasn't recognized Martin & Lewis are on tv by including them in the nominating ballot. Mr. Lewis revealed he is going to m.c. the movie industry's Oscar awards show March 21 on NBC-TV for Oldsmobile instead.

ATAS noted Martin & Lewis appear on the ballot three times and also observed that the comedy team have never been on the Oscar nominations list. When informed of the mistake in his reference to the Emmy nominations ballot, Mr. Lewis told B•T he had no statement to make and did not plan to make one. He also denied he had been pressured by movie interests to do the Oscar show because "I am proud to do Oscar."

ATAS was criticized in various other quarters for failing to "nominate" this or that program or star for the Emmy award, Mr. DeFore noted. The important thing overlooked, he said, is that ATAS does not nominate anyone but merely lists those nominated by all segments of the tv field. It took only two votes to get on the nominating ballot, he explained. Some 20,000 people in all phases of the profession received forms on which to list the best efforts in their field, he said, followed by the lengthy nominating ballot sent both associate and active members of ATAS and the final ballot sent only to active members. Price Waterhouse & Co. is tabulating the votes.

Initial nominating information was gathered from the 20,000 forms distributed by guilds and unions to performers, producers, directors, engineers, film editors, cameramen, art directors, musicians, writers, costumers, make-up artists and scenic artists while others went to the major networks and to local stations in New York and Los Angeles. The latter station forms are for local awards only.

A fortnight ago, *Dragnet* producer-director-star Jack Webb asked ATAS to withdraw his name for possible award as best film director

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in WESTERN MONTANA

MISSOULA, MONTANA

in protest over the Emmy award procedures "confusion." ATAS said this was impossible "since although Mr. Webb nominated himself for consideration, there were other directors who submitted his name also." He has not withdrawn *Dragnet* from the best action series category since it is the property of Sherry Television, an MCA subsidiary.

Mr. Sullivan announced his national awards committee will begin an "exhaustive" study of the whole award procedure immediately after the March 17 presentations. A report will be made to the new national board of governors of ATAS, to be elected next month, for closer ties between the Hollywood and New York chapters and any others which may be formed.

"We will submit our suggestions to the board and entire membership for approval in ample time to prepare for next year's awards," Mr. Sullivan said. "The Academy has the cooperation and blessings of the entire television industry—from the three major networks, from the talent agencies involved in television, from advertising agencies as buyers of television time and from almost everyone connected with television. We are confident these awards shall continue to reflect the beliefs of these individuals, groups and the television industry as a whole, and that the awards will continue to be a recognized sign of achievement and merit from the industry to its individual members."

WRC-AM-TV Leads Way In NBC Competition

NBC-owned stations, WRC-AM-FM-TV Washington, have been tapped as winners of the "Leadership Contest" conducted among NBC owned stations for the past six months, Charles R. Denny, vice president of NBC owned stations and NBC Spot Sales, is announcing today (Monday).

The contest—it started Independence Day and ended on Jan. 1, 1956—was undertaken as a means of bringing forth the best public efforts of the stations and to stimulate the stations in "interpreting and furthering the American way of life." Performance in public service and profit were given equal weight in the judging.

The stations will receive the "NBC Owned Stations Distinguished Leadership Award"—a plaque. In addition, Carleton D. Smith, NBC vice president and general manager, WRC-AM-FM-TV, and Mrs. Smith, were awarded a trip to the major capitals of Europe. Also included in the recognition are prizes which will be distributed by Mr. Smith among his staff.

In being named to receive the award, the stations were congratulated by both Mr. Denny and NBC President Robert W. Sarnoff. According to Mr. Denny, the Washington stations had a slight edge in their public service and programming records.

Judges gave consideration to differences in various markets when ranking commercial accomplishments of the stations. It also was noted that no station gained nor lost advantage because of its (the station's) size.

Highlights of public service rendered by the Washington stations, earning them the award, were listed by Mr. Denny as including: a series, *Our Beautiful Potomac*, exposing a continuing menace of pollution of the Potomac River and resulting in Congress considering legislation that could lend federal aid to the river's cleanup; taping and/or filming of more than 40 messages of members of Congress expressing in their own words the meaning and significance of elements from which the country's greatness sprang;

WROW-TV • *ALBANY*
WAAM • *BALTIMORE*
WBEN-TV • *BUFFALO*
WJRT • *FLINT*
WFMY-TV • *GREENSBORO*
WTPA • *HARRISBURG*
WDAF-TV • *KANSAS CITY*
WHAS-TV • *LOUISVILLE*
WTMJ-TV • *MILWAUKEE*
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WRVA-TV • *RICHMOND*
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DISPLAYING a certificate awarded KMA Shenandoah, Iowa, by United Press for 20 years association with the news gathering agency are (l to r) Ralph Childs, KMA; Owen Saddler, general manager, May Broadcasting Co., who signed the station's original contract with UP in 1935; William Drake, UP midwest representative, and Dean Naven, KMA morning news editor.

series of programs, *Y. O. U.—Years of Usefulness*, in cooperation with the District of Columbia Dept. of Health, analyzing problems of the aged.

Also, a tv series, *Freedom Tours*, documentaries of American life, supplementing daily classroom work of elementary school students; half-hour films on social diseases, *The Invader*, along with discussion by health officials; support of major community events and projects by publicizing them without charge—broadcasting in the six-month period, more than 10,000 free public service announcements, and the stations' annual Doll House campaign, which supplied Christmas toys and funds for Christmas Eve distribution to children in local charitable institutions.

DuPont Awards in Radio, Tv To Be Announced March 16

WINNERS of the 12th annual Alfred I. duPont Awards in radio and television will be announced Friday (March 16) at a dinner in Washington, D. C., it was announced by O. W. Riegel, curator of the awards foundation. The ceremony will be broadcast by CBS Radio, 10:30-11 p.m. EST.

Three awards will be presented by the foundation, which is administered by Washington & Lee University, Lexington, Va. One will go to a radio or television station of larger power, one to a smaller station, and a third will go to a commentator. All three awards—based on over-all performance in the public interest during 1955—recognize "meritorious service to the American people," Mr. Riegel said.

'Look' 1955 Movie Awards Cite Tv Industry Figures

LEONARD GOLDENSON, president, American Broadcasting-Paramount Theatres Inc., parent firm of ABC, has been cited by *Look* magazine in its 1955 movie awards for "leadership in binding movies and tv into closer working relationships" and "pioneering tv film programs that 'sample' new movies." Also cited for contributions in tying the two industries together: tv and movie writer Paddy Chayefsky and actor Fess Parker of the *Disneyland* Davy Crockett series on ABC-TV.

Peabody Board to Honor Weeks

EDWARD WEEKS, editor of the *Atlantic Monthly*, will be honored by his fellow members of the George Foster Peabody Radio & Tv Awards board when they convene tomorrow (Tuesday) to select the 1955 radio-tv winners. Mr. Weeks will be presented a resolution praising him for his service as board chairman from the awards inception in 1940 until his resignation last fall [B•T, Oct. 31, 1955]. He continues on the board and was replaced in the chair by Bennett Cerf.

NBC, Weaver to Get Award

NBC and its board chairman, Sylvester L. Weaver Jr., have been selected to receive the 1956 Seven Laffing Arts Award for radio and television by the National Laugh Foundation, a non-profit organization dedicated to the promotion of laughter and sponsor of the 11th annual National Laugh Week, April 2-8. Mr. Weaver was cited for his "contribution and stimulation to the art of comedy through the creation of NBC's Comedy Development Program." The award will be given Mr. Weaver April 2 by William G. Mennen Jr. The NBC Comedy Development Program is part of a multi-million dollar talent and show development project from which the network hopes to build its own stable of comedy writers.

AWARD SHORTS

California Academy of Sciences, S. F., *Science In Action* program, commercially sponsored in 14 cities, given recognition award by Wildlife Society of America for "major contributions to public education in conservation."

KBOL Boulder, Colo., awarded certificate of recognition by Boulder Chamber of Commerce, on station's ninth anniversary for "exceptional services rendered and outstanding achievements accomplished."

Easy Gwynn, disc jockey, WIBC Indianapolis, Ind., awarded plaque by Indianapolis Insurance Board for efforts in promoting safety on the streets and highways of Indiana.

John Merrifield, farm editor, WWJ-TV Detroit, Mich., honored by Agricultural Engineering Dept. of Michigan State U. in recognition of "outstanding service on the occasion of the Centennial of Farm Mechanization."

WCAU-TV Philadelphia, presented with recognition award from Philadelphia Section, National Council of Jewish Women, for its daily sign-off *Speaking for Freedom.*

WBZ-TV Boston's interfaith religious series, *Our Believing World*, honored with citations from National Conference of Christians and Jews, and United Community Organizations.

WMGM New York awarded citation from Assn. for the Help of Retarded Children Inc. "in grateful recognition for the intelligent way in which the problem of mental retardation was presented to the public."

KNX Hollywood, cited by L. A. Community Chest for "outstanding" service rendered 1955 fund campaign.

SESAC Enters 25th Year, Issues Anniversary Brochure

SESAC, musical performance rights organization and producer of its own transcribed library, has entered its 25th year. To mark the anniversary—the organization started in February 1931—SESAC has issued a 12-page pamphlet describing its growth in providing the radio-tv industry with service.

MR. HEINECKE

SESAC Inc. was founded in New York by Paul Heinecke, who has been its president since the organization's inception. At that time, it catalogued five music publishers. By 1935, SESAC catalogued 48 music publishers, a figure that mushroomed over the years—to 125 in 1941 and more than 280 today.

In its far-flung operations, SESAC has been serving the radio, tv and entertainment industries in the U. S., Canada, Australia, Great Britain and the Hawaiian Islands. Its repertory of copyrighted musical and dramatic-musical works, as well as the SESAC Transcription Library, has provided performances on am and fm radio, tv motion pictures, phonograph records, transcription libraries, concert halls, opera houses, hotels, ballroom and symphony halls.

SESAC claims that today more than 98% of the entire radio industry are signees for SESAC performance licenses, and that more than 80% of the tv industry similarly is signed for performance rights.

These facts and a description of the organization are contained in SESAC's 25th anniversary brochure that also includes six pages of congratulatory messages from broadcasters, music publishers, record distributors and various leaders in industry, government and the entertainment field.

'Facts Forum Panel' Ends; New Program Format Planned

HARDY BURT Productions, New York, will produce the final program of *Facts Forum Panel*, transcribed radio and tv film series for showing on April 27, it has been announced by Hardy Burt, president. The film show is carried weekly on 125 television stations and the radio program on 270 outlets.

Mr. Burt explained that Facts Forum, the organization which finances the production of these shows, will drop them, but plans to originate a new radio-tv program with a different format from Washington, starting in May. He said he was asked to handle production on the proposed series, but pointed out that his current and pending commitments in radio and television in New York prevent him from assuming out-of-town assignments.

Broadcast Music Manuscripts Given to Library of Congress

TO MAKE the output of leading composers in contemporary music, both serious and popular, available to students for study now and in the future, Broadcast Music Inc., has presented to the Library of Congress the manuscripts of a number of the works it has made available to the American public during the past 15 years.

Presentation was made by Charles A. Wall, financial vice president of BMI, at a luncheon in Washington last Tuesday, where the manuscripts were received by Lawrence Quincy Mumford, librarian of Congress. The BMI musical manuscripts currently are on display at the Library of Congress.

Among the popular BMI works included in the exhibition are "Chattanooga Shoe Shine Boy," written by Harry Stone and Jack Stapp, manager and program director of WSM Nashville at the time; "The Ballad of Davy Crockett," "Pistol Packin' Mama," "Tennessee Waltz" and "Deep in the Heart of Texas." Serious works include Elliott Carter's string quartette, Henry Cowell's "Ballad for String Orchestra," "Two Songs of Nature," by Richard Donovan, "David Slew Goliath" by Roy Harris, Walter Piston's "Divertimento" and Frank Wigglesworth's Symphony No. 1.

Offers Youth Sports Series

RCA Recorded Program Services, New York, has invited representatives of youth organizations to a special screening in New York Thursday of its new half-hour tv film series on sports, *Junior Sports League*. Company initially is offering the series for network or national spot sponsorship.

The series, which is produced by Junior Sports Inc., New York, is designed to appeal to youngsters of the nation, and enlists the coperation of various youth agencies. Phil Rizzuto, New York Yankees shortstop, is national sportsmaster for early episodes of the series. Other outstanding sports figures will serve in this capacity in later films. Each episode contains a salute to a youth organization, an interview with a sports personality and a quiz for youngsters.

Gargan Joins TelePrompTer

APPOINTMENT of William Gargan Jr., former radio-tv director of Art Flynn Assoc., New York public relations counsel, and western sales manager for Autocue Sales Inc., visual aids manufacturer, by TelePrompTer Corp. as sales manager of the Hollywood office, was announced last week by TelePrompTer, New York. Mr. Gargan, son of actor William Gargan, at one time was with NBC Radio, New York, as associate production manager.

World Releases Local Shows

WORLD Broadcasting System reports it has released to station subscribers a new series of service programs geared to local-level audiences. The features, built around community activities, such as church news, birthdays and anniversaries, farm market information and school events, consist of script formats prepared by World for delivery by local live personalities.

PROGRAM SERVICE PEOPLE

William J. Barzen, formerly manager of ASCAP's office in New Orleans, named district manager of society's newly-opened Florida office at 754 41st St., Arthur Godfrey Road, Miami Beach. **Joseph J. Adlesic** has replaced Mr. Barzen as district manager in New Orelans.

Jack Davis, formerly with radio stations and advertising agencies in Cincinnati, Philadelphia and Denver, to Sam Gold & Assoc., Chicago premium house, as head of copy department. He also will work on sales promotion, publicity and public relations.

PROFESSIONAL SERVICES

Snowden Joins Chapman Co.

MR. SNOWDEN

J. T. SNOWDEN Jr. has joined the Paul H. Chapman Co., station brokerage firm in Atlanta, Ga., it was announced last week.

Mr. Snowden, who previously was vice president and general manager of WBIA Augusta, Ga., since 1954, also has been associated with WCPS Tarboro, N. C., as general manager. He at one time was secretary-treasurer of the North Carolina Assn. of Broadcasters.

In his new position, Mr. Snowden will work out of the Atlanta office of Chapman.

PROFESSIONAL SERVICE SHORTS

Tv Guide magazine, Philadelphia, starts distribution of 40th regional edition March 17-24. New edition—*Tv Guide-Wichita*—will list five tv stations: KARD-TV, KAKE-TV, KEDD (TV), Wichita; KCKT (TV) Great Bend, and KTVH (TV) Hutchinson.

Arthur S. Katz, Beverly Hills attorney and counsel to KTLA (TV) Hollywood, to teach course at U. of Southern California Law School.

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V H F
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CBS
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WIBW & WIBW-TV in Topeka
KCKN in Kansas City
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NBC Radio Chalks Up $5 Million in 10 Days

SALES representing over $5 million in net billing were reported last week by NBC Radio for the 10-day period beginning Feb. 27. Of this total, the network's participation sales plans—*Monitor, Weekday* and "Top Ten Plan"—accounted for about $3 million, NBC said.

Of the $3 million, *Monitor* garnered $2,109,000 and *Weekday* $588,700. The "Top Ten Plan," under which advertisers may purchase participating spots in NBC Radio's top-rated evening programs, picked up $281,500 in revenues.

Monitor advertisers signed include: Crowell-Collier Pub. Co., RCA, Miller Brewing Co., Miles Labs and Quaker State Refining Corp. *Weekday* billings for the period list Crowell-Collier, *McCall's* magazine, Tintex, Curtis Pub. Co., Carter Products, Miles Labs and Bourjois Inc., which bought a special heavy adjacent spot schedule to frame *Weekday's* coverage of the forthcoming Monaco wedding between Rainier III and movie actress Grace Kelly. (Agency for Bourjois is Lawrence C. Gumbinner, New York.) "Top Ten" sponsors include Crowell-Collier, Curtis, RCA, Carter Products and North American Accident Insurance Co.

EXECUTIVES of American Broadcasting-Paramount Theatres owned stations met in New York last week with ABC officials. Present for the meeting were (l to r): seated, Sterling C. Quinlan, vice president in charge of WBKB (TV) Chicago; Simon B. Siegel, AB-PT treasurer; Robert E. Kintner, ABC president; Harold L. Morgan Jr., ABC vice president and controller; Ernest Lee Jahncke Jr., vice president and assistant to the president of ABC; James G. Riddell, president and general manager, WXYZ-AM-TV Detroit; standing, John Pival, vice president for television, Detroit; Harold Neal, sales manager, WXYZ; Selig J. Seligman, general manager, KABC-TV Hollywood; Matthew Vieracker, treasurer, ABC central division; James H. Connolly, vice president in charge of San Francisco office (KGO-AM-TV); John S. Hansen, general manager, KABC; David M. Sacks, sales manager, KGO-AM-TV; Robert L. Stone, general manager, WABC-TV New York, and Michael Renault, general manager, WABC.

The group met Monday and Tuesday and resumed Thursday after a Wednesday recess to give the out-of-town executives an opportunity to confer with their station representation firms. Authorities said discussions included program plans, budget matters and general problems.

New Business, Renewals Announced by ABC Radio

NEW BUSINESS on ABC Radio was announced Thursday. Advertisers include California Packing Corp. (Del Monte brand foods), San Francisco, buying Wed., 8:05-9:10 a.m. EST, Thur., 9:10-9:15 a.m. EST and Fri., 9:15-9:20 a.m. EST segments of Don McNeill's *Breakfast Club*, starting April 18, through McCann-Erickson, San Francisco; Fred Fear Easter Egg Color Co., Brooklyn, N. Y., buying March 27 and 29, 9:00-9:05 a.m. EST *Breakfast Club* time slot through Ted Bernstein Assoc., New York.

Renewals on ABC Radio include Bristol-Myers Co. (Mum), through Doherty, Clifford, Steers & Shenfield, New York; General Foods Corp. (Calumet), through Young & Rubicam, New York; Sandura Co. (floor and wall coverings), Philadelphia, through Hicks & Greist, New York; all for *The Breakfast Club*. Sterling Drug Inc., (Bayer Aspirin and other pharmaceuticals), New York, will renew *My True Story* (Mon-Fri., 10-10:30 a.m. EST) for 13 weeks starting April 2 through Dancer-Fitzgerald-Sample, New York, and Sleep-Eze Co. (sleeping tablets), Long Beach, Calif., renewed *Music for Dreaming* (Wed., 12:20-12:25 a.m. EST), effective Feb. 22, through M. B. Scott, Los Angeles.

'Queen for a Day' Signs $2.9 Million in Billings

ADVERTISING billings of $2.9 million over a two week period were reported last week by NBC-TV for its *Queen for a Day* program (Mon.-Fri., 4:30-5 p.m. EST). The weekday tv program is now 90% sold out, with only one quarter hour during the week available for sponsorship, according to George H. Frey, NBC-TV vice president in charge of sales.

New advertisers signed include Maybelline Co., effective Feb. 23, through Gordon Best & Co., Chicago; Helene Curtis Industries Inc., starting March 21, also through Best; Corn Products Refining Co., starting March 23, through C. L. Miller Co., Chicago; Sandura Co., effective March 27, through Hicks & Greist, New York, and Van Camp's, starting April 17, through Erwin, Wasey, Los Angeles. Procter & Gamble Co., Miles Labs, Youngstown Kitchens, Dixie Cup and Reddi-Whip are the other *Queen* sponsors.

Taming Shakespeare for Television

IF William Shakespeare were alive today and editing his works for tv, how would he make his gory "Richard III" palatable to the more sensitive elements of the home viewing audience?

Stockton Helffrich, NBC "censor" (director of continuity acceptance) last week was faced with that problem in preparing NBC-TV's three-hour premiere telecast of the British feature film yesterday (Sunday). All that it took, reports Mr. Helffrich, was minor surgery—four minutes worth, to be exact.

Missing from the tv screening of the Olivier-Korda film:

- 15 seconds of Clarence's murder sequence: "Purely a matter of length and degree in exposing the corpse," says Mr. Helffrich.
- The boudoir scene between Hastings and Mistress Jane Shore: "Without the falling shoulder straps of Shore's gown, people'll still know . . ."
- The downsweep of the bloody axe that severs Hasting's head: "They'll get the idea, all right, after he puts his head on the block . . ."
- The smothering of the young Duke of York and his brother in the Tower of London: "Too nerve-shattering for the youngsters . . . might give them ideas . . ."
- Richard's nightmare before the Battle of Bosworth Field in which the executed Hastings' and Buckingham's ghosts come back to remind the king of his just deserts: "Too bloody, period."
- Richard's death spasms in the final scene: "All we took out were 15 seconds of the more gruesome movements."

Otherwise, says Mr. Helffrich, Shakespeare's writing as used in the movie was left intact, including the words "harlot," "strumpet" and "bastard."

KFRE-TV Joins CBS-TV

KFRE-TV (ch. 12) Fresno, Calif., will join CBS-TV as a primary affiliate June 5, it was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. KFRE-TV is owned and operated by California Inland Broadcasting Co. The station plans to go on the air in June. Mr. Akerberg also announced CBS-TV affiliation—under the network's "extended market plan"—of WTAP (TV) (ch. 15) Parkersburg, W. Va., effective March 1. WTAP is owned and operated by the Zanesville Publishing Co., Zanesville, Ohio.

Syracuse Affiliates Switch

WFBL and WHEN, both Syracuse, will switch affiliations April 1, it was announced in New York last week by CBS' and ABC's station relations departments. WFBL—50 kw on 1390 kc—heretofore a basic CBS affiliate, will join ABC, while WHEN—50 kw on 620 kc—presently the ABC outlet in Syracuse, will join CBS. WHEN is owned and operated by the Meredith Syracuse Broadcasting Corp., a subsidiary of the Meredith Publishing Co., and WFBL is owned and operated by the Onondaga Radio Broadcasting Corp.

CBS-TV Plans Pro Football Coverage for Next Fall

CBS-TV will cover professional football games of the National League next fall, programming the games on Sunday afternoons over a 12-week period, starting Sept. 30 and ending Dec. 16. The telecasts will be on regional networks across the country, according to William C. MacPhail, CBS' sports director.

The agreements between CBS-TV with the New York Giants, the San Francisco 49'ers, Los Angeles Rams, Chicago Bears, Washington Redskins and Green Bay Packers to telecast games, were announced by Mr. McPhail, who said similar pacts are under negotiation with the other teams in the league.

Also probable for CBS-TV is the annual Thanksgiving professional tilt at Detroit.

NBC Signs Guyman to Pact

BILL GUYMAN, radio and tv reporter-commentator, has been signed to a seven-year contract by NBC as a staff newsman, it was announced last week by Fred Wile Jr., NBC vice president of tv programs in Hollywood.

Mr. Guyman, who did freelance work in San Francisco for some time, since mid-January of this year has handled a news program on the NBC Pacific Coast radio network.

Under his new contract he also will handle special assignments for *Today* and *News Caravan* on NBC-TV and for *Monitor* and other programs on NBC Radio.

NETWORK PEOPLE

Ethel Gilchrist, west coast program promotion representative, CBS-TV, named manager of network's program promotion, Hollywood.

Milton Fishman, news department, KABC-ABC Hollywood, named assistant to **Patrick O'Reilly,** recently promoted to head of news and special events for radio-tv, ABC Western Div.

Clay Yurdin, staff director, ABC-TV, Hollywood, and **Lewis Freedman,** WCBS-TV New York staff director, to replace team of **Francis Moriarty** and **Robert Herridge** as CBS-TV's *Camera Three* director and producer, respectively. Mr. Moriarty and Mr. Herridge assigned to network's *Westinghouse Summer Theatre,* summer replacement for *Studio One.*

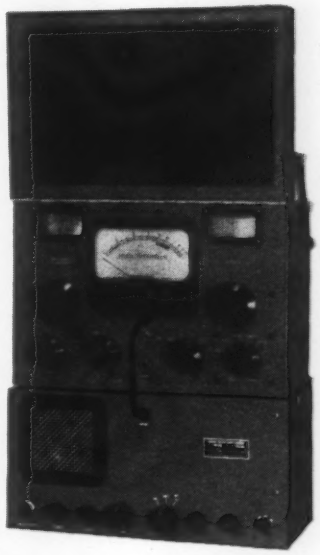
KINESCOPE recordings of the 1955-56 series of *Wide Wide World* have been presented to the Library of Congress in Washington, D. C., for its permanent collection—the first such assemblage of an entire series of live shows to be admitted by the library. At the presentation: (l to r) Davidson Taylor, NBC vice president in charge of public affairs; Sherrod E. Skinner, vice president of General Motors Corp. (sponsor of the program) and L. Quincy Mumford, librarian of Congress.

NEMS-CLARKE'S

ACCESSORY UNIT

TYPE 121

- **Provides an output for the operation of a 1 milliampere recorder**
- **Provides an acoustic output (panel mounted speaker) to eliminate need for headphones**
- **Provides a source of power for operation of the 120D over long or continuous periods**



The Model 121 Accessory Unit is designed as a companion unit to the 120-D field intensity meter (also the WX-2A, WX-2B, WX-2C and WX-2D).

The principal function of the 121 is its ability to operate 1 milliampere recorders of the Esterline Angus type to give a permanent record of field strength. This may be at a fixed remote location where commercial power is available or for mobile operation, in which case a 6 volt storage battery is used for power. Filament and plate power for the 120D's receiver is available; however it is still necessary to have reasonably good batteries installed in the 120D for regulation and filtering purposes.

The 121 can also be used as a general purpose recording and monitoring amplifier when a high input impedance is desired and 5 volts D.C. signal available.

For further information write Dept. J-1

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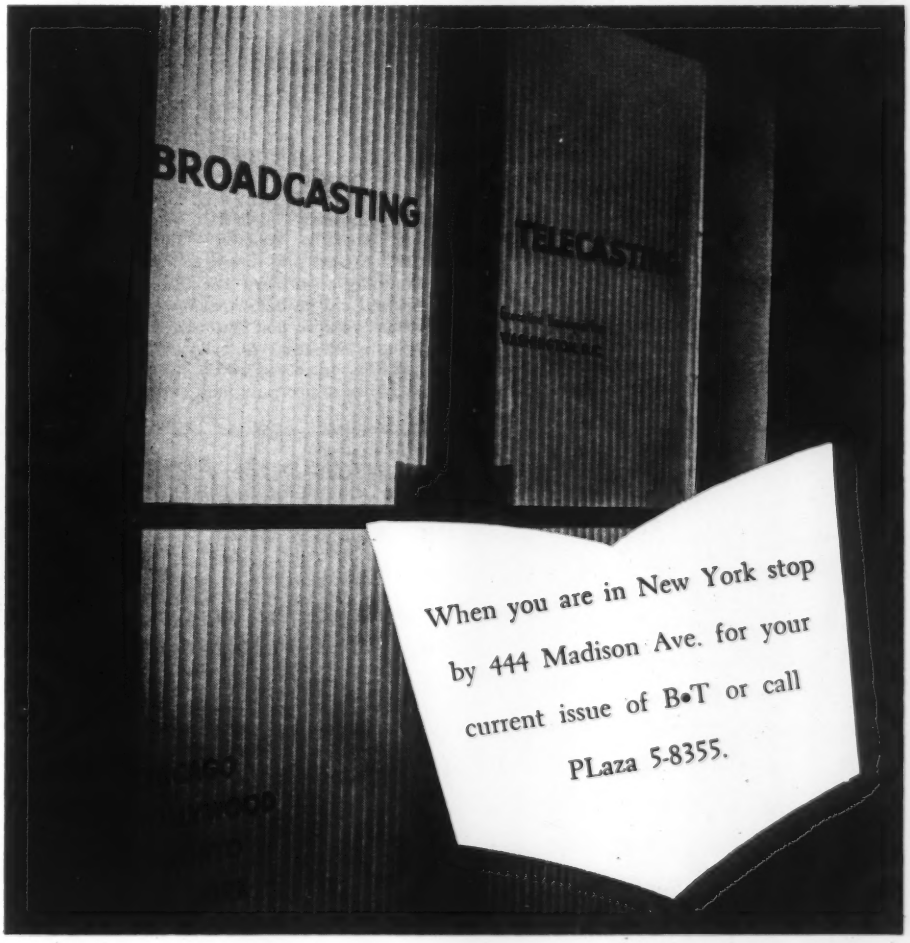
SILVER SPRING, MARYLAND



EXPANSION MOVES MADE BY VISUAL ELECTRONICS

Company President James B. Tharpe says changes have established the business as a national distribution firm specializing in all technical supplies and accessory equipment for telecasting operations.

EXPANSION moves effected at Visual Electronics Corp., New York, have established the company as a national distribution firm specializing in all technical supplies and accessory equipment for television broadcasting operations, James B. Tharpe, president of the company, is announcing today (Mon.). He said it is the first firm of its kind.

Visual Electronics was established in April 1954 as a manufacturer's agent, handling broadcasting equipment for various companies on a non-exclusive basis. Under the current expansion, Mr. Tharpe said, Visual Electronics will sign as a distributor for all types of television accessory equipment and technical supplies from leading manufacturers, making these products available from a single source. He added that he is now in the process of signing distributor contracts with manufacturers.

Regional offices of Visual Electronics, Mr. Tharpe said, have been established in Atlanta, Dallas, Los Angeles and Chicago, staffed by sales engineers with experience in station construction and operation. He said the sales engineers will specialize in off-the-air pick-up and microwave relay systems, low power installations, and television studio equipment requirements.

Visual Electronics, Mr. Tharpe said, also will continue to operate as a manufacturer's agent for the larger manufacturers of electronic equipment.

In recent months, according to Mr. Tharpe, Visual Electronics has sold studio lighting equipment to KENS-TV San Antonio, WDBJ-TV Roanoke, Va., KVTV (TV) Sioux City, Iowa, and KELO-TV Sioux Falls, S. D.; studio accessory equipment to KYW-TV Cleveland, KSLA-TV Shreveport, La., and KING-TV Seattle; studio monitoring equipment to WTTG (TV) Washington and WFAA-TV Dallas, and color and transmitting test equipment to KOOK-TV Billings, Mont., WREX-TV Rockford, Ill., and KCRG-TV Cedar Rapids, Iowa.

R. C. ROLL, director of public relations for Smith, Kline & French Labs., Philadelphia, signs a purchase contract for an RCA color tv "studio-on-wheels," involving approximately $200,000 [B•T Feb. 27]. With Mr. Roll is A. R. Hopkins, manager of RCA Broadcast and Tv Equipment Dept. The new equipment will be used for closed-circuit presentations of surgical and clinical demonstrations and will enable SK&F to originate medical colorcasts from virtually any hospital in the country.

Home Intercom System Boosts Radio Audience

ACTUAL reports from home owners with built-in radio-intercom systems show that radio listenership has been boosted as much as 75%. And, although the systems have been on the market only one year, 8% of all builders surveyed already are installing them in homes, according to *American Builder* magazine.

One of the leading manufacturers of the radio-intercom system is S. D. Wooten, brother of the owner of WREC-AM-TV Memphis, Tenn., Hoyt B. Wooten. The Wooten system, called Musi-Kom, consists of a master unit containing a standard am receiver, speaker and controls and remote speakers. Each unit has its own volume and intercom switch. The system may be used to talk to someone at the front door from any room containing a speaker and blows a siren automatically in case of fire.

U. S. COLOR TV PROGRESS ENCOURAGED AT UN MEET

International Radio Consultative Committee also sees an eventual acceptance of an exchange of color tv programming between nations.

ENCOURAGEMENT for further color progress in the U. S. and eventually an acceptance of an international exchange of color tv programming were given in qualified tones last week at the opening meeting of the International Radio Consultative Committee (CCIR) of the International Telecommunication Union held at the United Nations in New York. Top tv engineers and scientists from 20 countries, including the U. S., Europe, parts of Asia and from Australia, heard:

• FCC Chmn. George C. McConnaughey say that while improvements are needed in the U. S. in both color studio equipment and receivers as to cost, size and "operating simplicity," this country was "fully confident that these will come in response to the need for them." He said 23 stations are equipped now for live color program origination, 70 equipped for slide and film origination and 19 additional expected this year to acquire live color equipment. He said the "announced plans" of tv manufacturers "indicate that we may expect several hundred thousand color receivers to be manufactured during 1956."

• Dr. Bath van de Pol, director of CCIR, noted that U. S. color tv theory and practice has developed to a "remarkable extent," while regular service for the public "is progressing at a rapid state." He said that "new possibilities, also of importance to international television, arise dimly over the horizon." These he enumerated as "special tropospheric radio wave propagation phenomena," which he said sometimes are called "forward scattering," the development of the transistor and "non-reciprocity."

The process of "rapid scattering," he said, "may perhaps open up new possibilities of connecting different continents by radio-television links." The transistor "will play a most important role in the near future of radio in its most general sense," while "non-reciprocity" (different behavior of circuits according to the direction in which signals are transmitted over these circuits) may occur in radio wave transmission through the ionosphere as well as in localized circuits, he said.

• A warning by Erik Esping, chairman of a CCIR study group and engineer in chief of the Royal Board of Swedish Telecommunications in Stockholm, that in most countries other than the U. S., black-and-white tv is still very much a big problem and one that places color tv development far in the future. Nevertheless, he said, because of the many differences in color tv—for example, should overseas color tv be placed in the uhf band—it was all-important for immediate exploration and progress in color toward a solution on standards.

• Dr. W. R. G. Baker, General Electric vice president and chairman of the National Television Systems Committee, said that "today, the problem of color tv does not rest as much with transmission as it does with reception." The trouble with the latter, he said, is basically economic and commercial—"stated simply, color television costs more money than monochrome because it does more things."

Mr. Baker said that it was generally conceded that the mass market will not develop strongly until the $500 mark is broken "and that

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—an old Cincinnati Habit:
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10 years of 24 hour a day music and news programming has created in Cincinnatians, the habit of tuning to WCKY for

The Best in Music
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21% of night time audience

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Reds Veto Color at UN

A COLOR conspiciously "thinned" at Monday's color tv demonstration at the United Nations in New York: red. Missing — although their travel visas had cleared—was a Russian delegation, the number placed at nine or ten. While Soviet Union engineers did not show, their comrade tv experts from satellite countries Poland (three) and Czechoslovakia (one), were present and accounted for. The Russian delegation arrived in New York Wednesday and joined the touring party scheduled that day to visit Hazeltine Corp., Little Neck, L. I., and CBS color studios in New York City. A U. S. State Dept. spokesman said Thursday it was "presumed" the delegation was delayed in leaving Moscow.

it will not explode until the list price falls in the neighborhood of $300," a figure that probably will not be reached "in the very near future."

A number of other NTSC panelists described various phases of the color standards study made by that group. E. W. Allen, FCC's chief engineer, also spoke, presenting the history of the regulatory agency's association with color tv.

Foreign Engineers See Color Tv Show at UN

TOP television engineers and scientists visiting from abroad last week were given a closed-door color tv demonstration at the United Nations Building in New York City.

Used in the demonstration were color sets provided by Admiral, Capehart-Farnsworth, DuMont, Emerson, General Electric, Hazeltine, Magnavox and Philco. Two black-and-white sets also were used.

Shown were the so-called "apple" type tube developed by Philco, the shadow-mask tube of the RCA type, the post-acceleration tube of General Electric and the projection type tube of Hazeltine.

Before the demonstration, the group, representing about 20 countries, was addressed by FCC Chairman George C. McConnaughey, Dr. W. R. G. Baker, General Electric, and Arthur V. Loughran, Hazeltine, among others (see separate story, page 86). Details of U. S. color tv standards were explained by National Television System Committee members. The delegates spent the rest of last week and are to spend this week visiting American manufacturers—including Hazeltine, RCA, Philco, Bell Labs and DuMont—and the color broadcast and studio operations of two networks, CBS and NBC.

The U. S. demonstration is the first in a series, with similar showings of systems to follow in Paris, London and The Hague.

The UN demonstration and the other features for the visit were arranged cooperatively by the U. S. State Dept., Radio-Electronics-Tv Mfrs. Assn. and the Institute of Radio Engineers.

The group observed uhf color television in Philadelphia Thursday at the Philco experimental station. The demonstration included Philco receivers using Philco's shadow mask, post accelerated and apple tubes. After the demonstration they inspected uhf equipment.

Sylvania Reveals Plans For Color Set Production

COMMERCIAL production of color television sets by Sylvania Electric Products Inc., New York, will begin "in the very near future," Don G. Mitchell, chairman and president, revealed in the company's annual report, released last week.

Mr. Mitchell said that the company's work in color television had made "substantial progress in simplification and improvement of receiver and tube design." He added that color is "definitely on the way, and industry production should increase sharply this year."

Though the tv set business continues to be "extremely competitive," Mr. Mitchell said, Sylvania's volume in 1955 "held up well, with second-half sales being especially strong." He described sales of home radio sets as "good." During 1955, Mr. Mitchell continued, Sylvania's television picture tube sales set new records, and the receiving tube volume "not only was far ahead of 1954 but enabled the company to strengthen its industry position."

Mr. Mitchell estimated that the electrical-electronics industry volume would reach a new high of $18.7 billion in 1956, as compared with $17.4 billion in 1954. In the light of these prospects, Mr. Mitchell said, Sylvania has "accelerated its planning for future growth, both in our present field and those closely allied with it." In an advance report to shareholders last month [B•T, Feb. 20], Mr. Mitchell announced that net sales and income for the company in 1955 had been the highest in Sylvania's 54-year history.

January Tube Sales High

FACTORY SALES of cathode ray picture tubes in January totaled 892,385 units compared to 881,465 in December (five-week month) and 866,956 in January 1955, according to Radio-Electronics-Tv Mfrs. Assn. Receiving tube sales by factories totaled 40,141,000 in January compared to 38,049,000 in December and 37,951,000 in January 1955.

Crescent Sales Set Record

CRESCENT INDUSTRIES Inc., Chicago, last week reported a record-breaking increase in the sale of its high fidelity record-changers, phonographs and tape recorders for the first two months of 1956 over the same period last year. James F. White, general sales manager of Crescent, claimed a 180% rise for January and a 225% boost for February in shipments over those months last year.

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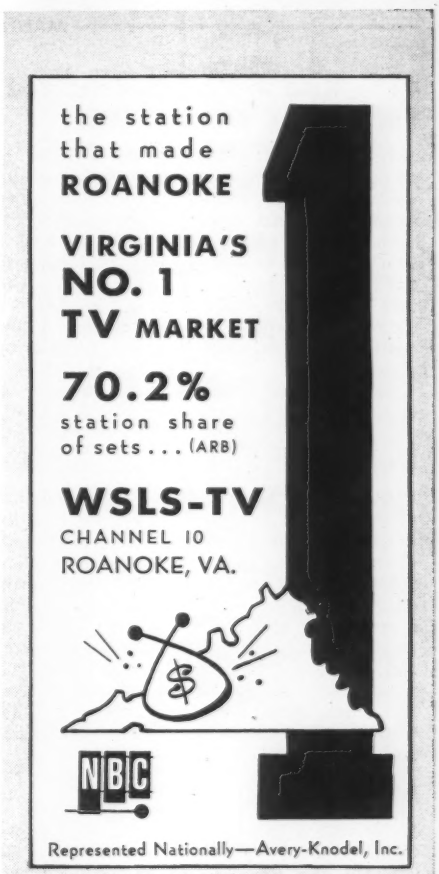

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WGR-TV
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PETERS, GRIFFIN, WOODWARD, INC.

41% Rise in Profits Reported For Zenith During 1955

AN INCREASE of 41% in consolidated net profits and 10% in consolidated sales for 1955 was claimed by Zenith Radio Corp. in a preliminary financial report issued Tuesday.

Net profits were $8,034,491, compared to $5,676,264 for 1954, and were the highest for any complete fiscal year except 1950 when they reached $8,479,390. Sales hit $152,905,005, second largest in the company history, compared to $138,608,360 for the previous year.

Zenith profits in terms of shares last year were $16.31 each compared to $11.53 for 1954.

DuMont Forms Sales Group

FORMATION of a new transmitter sales organization was announced last week by Allen B. DuMont Labs as part of an expansion and realignment for closer station-manufacturer contact. The new field organization will cover all of the U. S., making available to station operators a separate sales organization for DuMont's entire line of transmitting equipment and accessories. The sales set-up is designed to eliminate sales agents in station territory. Sale offices are located in Pigeon Grove, Mass., Clifton, N. J., Atlanta, Dallas, Los Angeles and Portland, Ore.

Motorola Names V.P.'s

MOTOROLA Inc.'s sales subsidiary, Motorola Communications & Electronics Inc., has announced the appointment of six new vice presidents. New officers include Arthur L. Reese, promoted from secretary to vice president and operations manager and Eugene S. Goebel, from sales manager to vice president for market relations. Other new vice presidents and their additional sales titles: Lowell E. White, eastern sales manager; Homer L. Marrs, central division sales manager; Edward L. Falls, southern division sales manager, and Donald F. Brickley, western division sales manager.

ARE YOU READY FOR DIRECTIONAL REMOTE CONTROL?

The Rust Model 108D and Model RI-136 Phase Monitor have been designed as a reliable combination to accommodate such operation when authorized by the FCC.

Write, wire, or phone us today for details. See this remote control combination for broadcasting stations at the NARTB Convention in Chicago, April 15-19.

24 FUNCTION SYSTEM

rust industrial co., inc.

130 Silver St., Manchester, N. H.

Tel. NA. 3-3596

43 Million Tv Sets Shipped Dealers in Decade—RETMA

FACTORIES have shipped 43,099,796 television sets to dealers during the last 10 years, according to Radio-Electronics-Tv Mfrs. Assn. The bulk of these sets have moved through distributors. RETMA's figures include shipments made for the years 1946 through 1955. Following are tv set shipments to dealers by states for the 10-year period:

State	Total	State	Total
Alabama	491,112	New Hampshire	148,548
Arizona	162,939	New Jersey	1,895,545
Arkansas	263,744	New Mexico	91,234
California	3,751,730	New York	5,432,487
Colorado	285,780	North Carolina	749,069
Connecticut	741,694	North Dakota	85,969
Delaware	126,270	Ohio	2,988,373
Dist. of Columbia	415,633	Oklahoma	518,303
Florida	811,860	Oregon	307,674
Georgia	725,159	Pennsylvania	3,596,248
Idaho	103,156	Rhode Island	266,323
Illinois	2,903,079	South Carolina	324,288
Indiana	1,231,889	South Dakota	80,028
Iowa	677,992	Tennessee	611,834
Kansas	406,098	Texas	1,766,884
Kentucky	550,994	Utah	185,206
Louisiana	544,931	Vermont	75,692
Maine	227,943	Virginia	694,830
Maryland	733,480	Washington	617,574
Massachusetts	1,657,906	West Virginia	380,700
Michigan	1,993,345	Wisconsin	892,509
Minnesota	701,332	Wyoming	22,997
Mississippi	217,669	U. S. Total	43,014,021
Missouri	1,115,971	Alaska	12,986
Montana	62,753	Hawaii	72,789
Nebraska	346,967	Grand Total	43,099,796
Nevada	30,280		

DuMont Reports Shipments

ALLEN B. DUMONT Labs reported Thursday it shipped a 5-kw amplifier to CFCM-TV Quebec, Canada; a live color Vitascan system to WITI-TV Whitefish Bay, Wis., and to Owens-Corning Fiberglass Corp., Corning, N. Y. (for countrywide color demonstration in department stores), and a complete Vitascan system to WTVY (TV) Dothan, Ala. It also reported orders for multi-scanner conversion at WFAA-TV Dallas and for 25 kw transmitters to be sent to WABD (TV) New York and WTTG (TV) Washington.

Westinghouse Builds Plant

WESTINGHOUSE ELECTRIC Corp. has broken ground in Elmira, N. Y., for a new 570,000 sq. ft. combination warehouse-plant to handle what is called its "rapidly expanding color television picture tube manufacturing business." The new plant, it was said, will have automatic conveyors, "pre-ship" testing equipment, branding machinies and packaging devices—the latest of which is to handle up to 96,000 receiving tubes on each 8-hour shift.

RCA Declares Dividends

RCA has announced a 25 cent quarterly dividend per common stock share payable April 23 to stockholders of record March 13. Also declared: 87½ cent dividend per share on first preferred stock for period April 1-June 30, payable July 2 to stockholders of record June 11.

MANUFACTURING SHORTS

Jerrold Electronics Corp. (antennas), Philadelphia, and **Bannock Cable Tv Inc.** (community system), Pocatello, Idaho, have set up closed circuit educational network in Pocatello. Gov. Robert E. Smylis of Idaho conducted inaugural class in political science at Idaho State College received in 11 different elementary schools.

LEL Inc., Copiague, N. Y., is new corporate name of former Linear Equipment Laboratories Inc. (instruments, transistorized products), following sale of Linear to Measurements Corp., Boonton, N. J., subsidary of Thomas A. Edison, W. Orange, N. J.

Motorola Inc., Chicago, announces development of microwave relay station capable of being placed in operation two hours after it has been transported by helicopter to chosen site. Station was developed for U. S. Air Force by Motorola under contract with Air Research & Development Command center at Griffiss Air Force base, Rome, N. Y., and is designed only for military application. System permits transmission of voice and radar data, with provision in some units for radar remote control.

General Precision Laboratory Inc., Pleasantville, N. Y., has concluded arrangement with Lockheed Aircraft Corp., Burbank, Calif., for manufacture of new tv camera for outdoors and rugged use.

MANUFACTURING PEOPLE

Bruce Payne, president of management consultant firm, Bruce Payne & Assoc., Westport, Conn., elected chairman of board of Magnecord Inc. (tape recorders), Chicago. **William R. Swett** and **Damon Van Utt,** vice presidents of Payne firm, elected directors of Magnecord.

Frank J. Skwarek, manager of engineering operations, Polarad Electronics Corp., Long Island City, N. Y., elected vice president.

Russell W. Johnson, assistant advertising manager, Westinghouse Electric Corp., television-radio division, Metuchen, N. J., appointed advertising and sales promotion manager.

Harold A. DeMooy, manager of RCA tube plant, Cincinnati, named manager of manufacturing of RCA tube activities at Harrison and Woodbridge, N. J., Indianapolis and Cincinnati plants. He will headquarter in Harrison.

Louis L. Ackerman, purchasing director, Warwick Mfg. Co., Chicago, appointed vice president in charge of purchasing, CBS-Columbia, N. Y., radio-tv set manufacturing division of CBS Inc.

Joseph A. Stockhausen, sales manager, Northern Ohio Appliance Corp., Cleveland, to district sales manager, radio-tv division, Sylvania Electric Products Inc., Buffalo, N. Y. He succeeds **George Stewart,** transferred to distribution manager for the radio-tv division.

Arthur H. Jones, formerly engineering vice president, Frank C. Brown & Co. Inc., N. Y., appointed engineering director in national defense department at Motorola Inc., Chicago.

Melvin B. Kline, manager of government and special products engineering, technical products division, Allen B. DuMont Labs, to manager of missile engineering department, L. A.

Harry G. Wahl, liaison engineer, Standard Coil Products, Elmhurst, N. Y., to field engineering staff of tv and broadcast receiver division, Bendix Aviation Corp. He headquarters in Chicago.

'MONITOR'-TYPE FORMATS PLANNED FOR MACQUARIE

Australian radio network fortifying its position against possible inroads of commercial tv when that service is inaugurated down under later this year.

AS a means of counteracting the probable inroads of television on the advertisers' dollars and the public's time, The Macquarie Broadcasting Co. in Australia is making preparations for instituting program services resembling the NBC Radio's *Monitor* and *Weekday* before commercial tv is launched on the continent.

Macquarie's approach to the advent of commercial tv, which is scheduled to begin in Australia in late August or September, was outlined in a special interview with B•T in New York last week by Bert Button, manager of the network's key station, 2GB Sydney. Mr. Button arrived in New York several weeks ago and has been studying all phases of operations of *Monitor* and *Weekday* and told B•T he plans similar program services for the Macquarie network.

The programming concepts of the services and their sales philosophy of participation selling, according to Mr. Button, could be readily adapted by Macquarie and launched before commercial tv takes hold in Australia. Before he left Sydney, he said, Macquarie officials had expressed "extreme enthusiasm" for *Monitor* and *Weekday* and he plans to recommend that these services be launched no later than August in both Sydney and Melbourne, where commercial tv will begin probably in the early fall. His blueprint is to make the program services available to other Macquarie network stations before commercial tv is launched in their station areas.

Mr. Button said he was "gratified" that Macquarie can examine and evaluate the experience of U. S. radio networks and stations during the early days of television and "perhaps avoid some of the pitfalls" that radio encountered here. He feels that Australian radio will not feel the impact of tv so markedly as in the U. S. because tv probably will grow more slowly and radio will have more time to adjust to the changes that television will bring.

Currently, Mr. Button said, Australian radio is enjoying its "biggest boom," with radio time on many of the stations "completely sold out." He said there is at least one radio set in each of Australia's more than two million homes, and many have two or more receivers.

Mr. Button has asked NBC Radio for permission to use the name *Monitor*. An NBC Radio spokesman said the network plans to make available some of the tapes broadcast on *Monitor* and *Weekday* to Macquarie so that the Australian network can "get off to a flying start."

In reply to a query on Australian plans for television coverage of the Olympics, Mr. Button said it had not been decided when he left the continent whether rights to television would be sold. He said the radio broadcasting industry is not paying for rights, pointing out that radio considers itself "an extremely effective promotional outlet" for sports on a year-round basis.

"Daddy, couldn't we buy one of those nice homes advertised on KRIZ Phoenix? John wants to marry me, but he doesn't like this location."

865,936 Tv Sets Produced In Canada During Year 1955

FINAL FIGURES for 1955 show that Canadian factories produced 865,936 television receivers in 1955 as compared to 593,856 in 1954. Sales in 1955 totaled 776,536 sets, compared to 619,428 the previous year.

Last year 481,328 radio receivers were produced in Canada. The 1954 total was 406,078. Sales of radios totaled 523,066 in 1955, compared to 431,456 in 1954.

Tabulation of the number of television receivers in use in Canada shows 1,986,175 at the end of 1955, with the province of Ontario having 948,449 receivers; Quebec province, 567,626 receivers; the four Atlantic coast provinces 107,489; the three prairie provinces 207,467, and British Columbia, 155,144 receivers. Figures are based on statistics of the Radio-Electronics-Television Mfg. Assn. of Canada.

Robert Otto & Co. Sets Up European Liaison Office

ESTABLISHMENT by Robert Otto & Co., New York, international advertising agency, of a European liaison office in London under the direction of Just Borthen was announced last week by Robert Otto, president. Among the European radio-television clients of the Otto agency are Remington Rand and Miles Labs (Alka Seltzer).

Mr. Borthen, formerly head of the European Dept. of Joshua B. Powers Ltd., London, will assume his new post April 1.

Canadian Tv Set Sales Decline

FOR the first time Canadian television receiver sales dropped off from the previous year with sale of 52,514 tv receivers in January 1956, compared to 55,760 sets in January 1955. The value of January 1956 sales was $15,669,014, according to a report of the Radio-Electronics-Television Manufacturers Assn. of Canada. By provinces, tv set sales in January totaled 20,828 sets in Ontario, 12,528 in Quebec, 4,613 in British Columbia, 3,937 in Alberta, 3,581 in Manitoba, 2,637 in Novia Scotia, 1,884 in Saskatchewan, 1,790 in New Brunswick and Prince Edward Island, and 716 in Newfoundland.

CineScanners to Japan

OSAKA TV Corp., Osaka, Japan, last week ordered two complete CineScanner tv studio systems from Philco Corp.'s government and industrial division, Philadelphia, for initial monochrome use and later for color.

Just Published

1956 BROADCASTING YEARBOOK MARKETBOOK

The 22nd consecutive edition of "Radio's One-Book Reference Library" has been mailed recently to subscribers. *If you're not already a B•T subscriber, or if your subscription does not include the BROADCASTING Yearbook-Marketbook please check and mail this order form*

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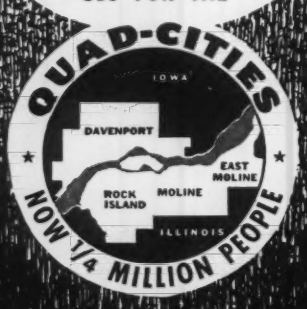

WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

BMI
MILESTONES
for April
BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the April package commemorates a special event of national importance.

"EASTER'S FOR ALL OF US"
Easter Sunday
April 1, 1956

"I WAS BORN A SLAVE . . ."
Booker T. Washington
(100th Anniversary)
Born: April 5, 1856

"MIDNIGHT RIDE OF PAUL REVERE"
April 18, 1775

"ALL THE WORLD'S A STAGE"
William Shakespeare
Born: April 23, 1564

"Milestones" is available for commercial sponsorship—see your local stations for details.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

INTERNATIONAL

INTERNATIONAL PEOPLE

T. L. Anderson, vice president and managing director of Cockfield, Brown & Co. Ltd., Toronto, to president at Montreal head office, succeeding **G. Warren Brown,** now chairman of the board of directors. **C. W. McQuillan,** radio-tv director of Cockfield, Brown, named executive vice president in charge of Toronto office, and **D. R. McRobie** to executive vice president in charge of Montreal office. Other new vice presidents: **J. M. Pretty,** formerly of Winnipeg and Vancouver offices to vice president at Toronto, **F. W. Gross** and **J. E. McDougall** to vice president at Montreal, **H. E. Kidd** to vice president in charge of the Ottawa office. **Hugh M. Findlay** to media director of Montreal office, effective July 1, succeeding **H. Roy Conway,** retiring after 30 years.

R. S. Joynt to sales director of Trans-Canada and Dominion networks and CJBC Toronto, Ontario, at Toronto commercial headquarters of Canadian Broadcasting Corp. **J. R. Kennedy** to sales director of U. S. network programs piped into Canada and U. S. film properties, **T. B. J. Atkins** to sales director of CBC-owned film properties and Canadian-produced programs, and **J. Crawford** to sales director of CBLT (TV) Toronto, spot announcements and spot program business on CBS-owned stations.

T. M. Fielder, senior sales representative, CFCH North Bay, Ont., to new am station in Simcoe, Ont., as president-general manager. Also to Simcoe: **Fred G. Sherratt,** vice president-commercial manager, formerly on sales staff, CHEX Peterborough, Ont.; **Miles Garrod,** engineering and sales department, formerly of U. S. Navy; **Arden Lemick,** librarian, formerly librarian, CFCH; **Bette Barber,** women's features director, formerly with CKTB St. Catherines, Ont., and CFCH.

E. V. Cox, formerly of CKLW Windsor, Ont., to radio sales representative of S. W. Caldwell Ltd., Toronto, production company.

Mary Cardon, media director, J. Walter Thompson Co., Montreal, Que., to media director of new Montreal office of Kenyon & Eckhardt Ltd. **Stanley J. Izon,** service and promotion manager, Leo Burnett Co. of Canada Ltd., Toronto, rejoined K&E at Montreal, as promotion manager after 3½-year absence. **Goron R. Hinch,** media manager of Russell T. Kelley Ltd., Hamilton, Ont., to same post with K&E Toronto.

Dough Keough, formerly of CBUT (TV) Vancouver, to sales manager of CJLH-TV Lethbridge, Alta.

Fred J. Noon to retail sales manager of CKGN-TV North Bay, Ont.

Eric Sanderson, formerly British Columbia editor of Canadian Press, to news editor of CKWX Vancouver, B. C.

Jack Baxter, formerly of CJKL Kirkland Lake, Ont., and CJIC Sault Ste. Marie, Ont., to announcer staff of CKWS-TV Kingston, Ont.

T. J. Garner to production manager of CKOC Hamilton, Ontario, and **D. Graham Emslie,** CKOC news editor, to program director of station.

William Hodapp, former producer, NBC and CBS, and author *The Television Manual,* to radio-television director of Harold F. Stanfield Ltd., Montreal, Quebec.

Mary Cardon, media and research director, J. Walter Thompson, Montreal, to Kenyon & Eckhardt, same city, as media manager.

EDUCATION

EDUCATIONAL TV SUPPORT OUTLINED BY FORD GROUP

Fund for Adult Education, in annual report, cites instances of financial and program assistance that have been given.

A FLAT assertion that, in effect, its funds are maintaining educational tv as a "vital force," was made by the Ford Foundation-supported Fund for Adult Education in its fourth annual report released last week.

As expressed by the Fund, its Educational Television and Radio Center "increasingly . . . is recognized as the major central factor in educational television, with respect not only to programming but also to a variety of activities and services essential to the full development of the movement. The center has been and will continue to be of crucial importance to the development of educational television as a vital force in the mass media and in adult education in this country."

The report reveals that $1,160,697 of a $4,425,053 commitment for the 12-month period ended last June 30 was for the development of educational tv, and that $700,000 of that sum went for station construction.

The Fund's tv and radio center provided an uninterrupted five hours of programs weekly during this period to affiliated educational tv stations, which last June 30 stood at 12.

Also provided the stations is an "inservice training" program for their personnel as a result of a grant made to the center. This program, according to a listing of grants in the report, received $132,500. The Fund said it has provided financial support for the building of 10 out of a total of 15 educational tv stations which were on the air by June 30, 1955; that grants had been awarded for construction of six additional stations as of that time, and that "12 additional communities had reached an advanced stage of planning for stations." The Fund noted, however, that contributions by communities themselves were about three times that of the Fund.

Organizations and the amounts of the grants awarded each, as listed in the report (in addition to the center and not including station construction): Pacifica Foundation, for an experiment in subscription radio on KPFA (FM) Berkley, Calif., $15,850; National Assn. of Educational Broadcasters, for educational tv engineering and production workshops, $26,300; Joint Committee for Educational Television, $150,000; Greater Cincinnati Television Educational Foundation, $10,000, for a special uhf promotional campaign, and NAEB, $1,500 granted and $38,500 paid from earlier grants for professional services and $7,500 for an experimental program "of consultation" to educational tv stations.

NBC, Barnard College Offer Six-Week Radio-Tv Course

NBC, in cooperation with Barnard College, New York, will offer a six-week radio-tv training course—the NBC Summer Institute of Radio and Television—from June 25-Aug. 7,

5,000 WATTS Day and Night
WESTERN MICHIGAN'S
WKNK
MUSKEGON, MICHIGAN
LOW RATES
ASK HIL F. BEST

Labor Gift

WTTW (TV) Chicago, non-commercial educational station, was the recipient of a $5,000 donation from the Chicago Federation of Labor last Tuesday. A check was presented by William A. Lee, CFL president, to Edward L. Ryerson, president of the Chicago Educational Television Assn. (WTTW licensee), during the union's regular monthly meeting. The labor organization owns and operates WCFL, Chicago independent outlet. WTTW is seeking to raise $552,000 for operating expenses through this spring.

the network announced last week. The curriculum—six courses: two required and four elective—is open to college graduates and will be credited towards an advanced degree in communications.

The required courses are: "Your Television Career," taught by Michael Dann, NBC-TV vice president of program sales, and "Television Studio Operations," by staff instructors from the School of Radio Technique, New York. Other courses, dealing with script writing, program producing, directing and announcing, as well as child and adult educational programs, will be taught by an NBC staff including NBC Producer-Director Robert Wald; Script Editor William Welch; Steve White, WRCA New York program manager; Dr. Frances Horwich, host-producer, NBC-TV's *Ding-Dong School,* and WRCA-AM-TV Special Events Director Bill Berns.

Applications for admission should be made before June 1 on forms available from Miss Susanne Davis, 112 Millbank Hall, Barnard College, New York 27. Cost for the entire course: $175, plus a $25 registration fee which should accompany admission forms.

TV TEACHING PROPOSED AT EDUCATORS' MEETING

A PROPOSAL for mass teaching by television was raised during the 11th National Conference on Higher Education in Chicago last Tuesday.

Alvin C. Eurich, vice president and director of the Fund for the Republic, told over 1,000 college administrators and professors at the Congress Hotel that the idea of small classes is "archaic," antedating television, radio and motion pictures. He suggested a "master teacher" and thousands of students at opposite ends of tv coaxial cables.

William B. Benton, publisher of *Encyclopaedia Britannica* and former Democratic senator and assistant secretary of state for public affairs, also spoke. He proposed a national scholarship program in the U. S. to counteract Soviet Russia's progress in engineering and science.

The prospect that television might help alleviate the teacher shortage also was raised during the 40th annual convention of the National Assn. of Secondary School Principals past fortnight. Armed with a $120,000 grant from the Fund for the Advancement of Education, four schools—including Evanston (Ill.) Township High School and Newton (Mass.) High School—plan to start closed circuit tv in some courses as an experiment. NASSP hopes the test will show how the teacher shortage problem can be eased and education improved. The Evanston school plans to use the method in English and typewriting courses.

Educ. Tv & Radio Center Pacts With Three Affiliates

THREE affiliate stations of the Educational Television & Radio Center, Ann Arbor, Mich., have received annual production contracts totaling $259,250 for 1956, implementing a newly-formed policy of the center, it was announced last week by ETRC President H. K. Newburn.

The contracts—providing for an equal number of regular station programs on an exchange basis and programs produced especially for the center—have been signed with WQED (TV) Pittsburgh, $76,250; KQED (TV) Berkeley-San Francisco, $70,000, and KETC (TV) St. Louis, $93,000.

Classroom Tv on Rise

SCHOOLS using closed-circuit tv in their educational programs now number 68, an increase of 39 over a year ago, according to a report issued by the Joint Council on Educational Tv (formerly the Joint Committee on Educational Tv), Washington. The JCET reports lists eight military installations—the same number as a year ago—which used closed-circuit tv for training purposes. The report is a compilation of replies to a questionnaire issued last October by JCET and the Committee on Television of the American Council on Education.

EDUCATION PEOPLE

Dr. Harry M. Lyle, director, Mass. Board of Educational Television, Boston, appointed director of Birmingham (Ala.) Area Educational Television Studios.

EDUCATION SHORTS

WIL St. Louis, Mo., carrying evening rebroadcasts of school programs originating at KSLH (FM) St. Louis, Board of Education station.

WOAI-TV San Antonio, Tex., has donated equipment to U. of Texas to assist college in installation of tv studio. Equipment includes two film projectors, two film chains and a switcher.

KOVR (TV) Stockton, Calif., for second year, is turning over production center for two hours each Tuesday evening to College of the Pacific tv laboratory class.

KFUO St. Louis, in cooperation with Concordia Theological Seminary, is conducting radio student training program to train ministerial students in religious broadcasting. Both seminary and station are owned and operated by Lutheran Church-Missouri Synod.

WWLP (TV) Springfield, Mass., in cooperation with Div. of University Extension, Department of Education, Commonwealth of Massachusetts has prepared 13-week educational teleseries to be telecast into area industrial plants.

$53,752,000 IS A LOT OF HAMMERING!

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Pennsylvania Anthracite Region
Retail Sales—$885,484,000
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THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

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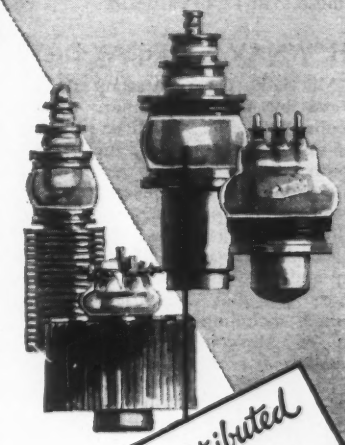
Electron Tubes
For the Driver and Final Stages of AM, FM and TV Transmitters

A broad line of premium quality broadcast tubes—products of Machlett's 58 years of electron tube manufacturing experience—



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'MISSING' SERIES TURNS UP

AFTER a 14-year hiatus, WNYC New York's *Missing Persons* bulletins once again are being broadcast. Originating from the New York Police Department's Bureau of Missing Persons, the programs are heard at 1:50-1:55 p.m. EST, each weekday except Wednesdays. A spokesman for WNYC—city owned and operated—said that in light of statistics which place April and May as the "peak runaway months by teenagers," the station hopes to cut down volume of missing persons by starting ahead of time."

WOWO PICKS AGENCY WINNERS

MISS Lucille M. Freeman of Bearden-Thompson-Frankel, Atlanta agency, won first prize—a two-week expense-paid vacation for two in Jamaica—in WOWO Fort Wayne's "Fame and Fortune" slogan contest. Tom Wright of Leo Burnett Co., Chicago, was named winner of second prize, a Westinghouse Wash 'n Dry laundromat. In addition, 40 other prize winners were announced, the prizes consisting of 10 Bulova watches, 10 Crosley transistor book radios, 10 Westinghouse electric blankets, and 10 Westinghouse Cook-n-Fryers. The contest, open to members of advertisers and agencies, drew more than 1,200 entries.

WITH, WNAV SET RELAY DATE

THE Maryland Day Marathon Relay, being sponsored by WITH Baltimore and WNAV Annapolis [B•T, Jan. 9], will be run March 24. The 26-mile event, being held under sanction of the South Atlantic Assn. of the U. S. Amateur Athletic Union, has been undertaken by the two radio stations to arouse interest in the Olympic Fund for the 1956 games to be held in Australia. Early acceptances have come from Philadelphia Boston and New York teams. Foreign ambassadors will join dignitaries on the Relay committee, including Gov. Theodore R. McKeldin of Maryland and Mayor Thomas D'Alesandro Jr., of Baltimore, to watch the event.

LIONESSES TAKE OVER KCIL LAIR

MEN were driven from their posts on KCIL Houma, La., on Feb. 29 by the local Lioness Club, with members taking over virtually all broadcasting duties for the day. Program features were a *Cub* show, in which members showed off their children in a talent show, and a quiz program pitting Lions against Lionesses. The ladies spent several weeks prior to Feb. 29 selling station time and realized half of the day's receipts.

Feathered Announcer

WBML Macon, Ga., has gone to the birds —parakeet, that is.

The station offered a $25 Savings Bond to anyone with a parakeet that could speak its call letters. After several hours of rewinding tapes, Bimbo, belonging to Mrs. L. M. Kent, spoke a WBML call letter which was very clear and distinctive and was captured on the tape recorder.

The parakeet's voice is being used regularly as a promotion during station breaks.

SCHOLARSHIPS OFFERED

WTOP-AM-FM-TV Washington and Retail Food Industry of Washington are offering 13 $1,000 scholarships in food marketing at American U., to winners of "Opportunities Unlimited" competition on Mark Evans' radio-tv shows. Young men have been invited to submit essays on "The Importance of the Retail Food Industry in America." Scholarship donors, in addition to WTOP, are Food Fair Super Markets, Safeway Stores, Food Town Stores and Food Barn Stores. The grand prizewinner also gets a trip to Europe.

J&J OPENS BIGGEST PROMOTION

THE biggest promotion in its history—the $100,000 Robin Hood Jingle Contest—was announced last week by Johnson & Johnson, New Brunswick, N. J. J&J, manufacturer of toilet requisites, sponsors the *Robin Hood* adventure series on CBS-TV on an alternate week basis with the Wildroot Co., Buffalo, N. Y. Agency for Johnson & Johnson is Young & Rubicam, New York. Contestants will complete a jingle on entry blanks available from J&J dealers for prizes including: five 14-day trips for two to London via Pan-American Airways, eight complete Kelvinator kitchens (range, refrigerator, freezer, dishwasher, clothes washer and dryer), 45 Necchi sewing machines, 45 Gibson air conditioners, 45 sets of Alvin sterling silver service, watches, household appliances, radios, perfume, and bicycles.

GOV. KNIGHT ON KFSD-TV

GOV. Goodwin S. Knight of California is appearing in a new monthly series on KFSD-TV San Diego, *Ask Your Governor*. With his wife the governor answers phone calls and mail-submitted questions on the air during the half-hour program, his only regular broadcast appearance.

KSRV SEEKS OUT NEW SPORTS

SPORTS horizons for KSRV Ontario, Ore., are widening all the time and paying all the way. The station is sure it had a world "first" last month when it broadcast—complete with play-by-play narrative and commercials—the Ontario yo-yo contest, sponsored by Norris variety store, headquarters for Duncan yo-yos. Earlier KSRV sold a two-hour broadcast of the Northwest regional Judo tourney to Ontario advertisers who, with listeners, rated the event a "huge success", says the station.

SURREY SERVES AS WEDO UNIT

OTHER stations can brag about fancy new remote units, but WEDO McKeesport, Pa., found itself a surrey with fringe on top for its part in McKeesport's "Old Fashioned Bargain Days" promotion. Headquartering in the surrey during the three bargain days, WEDO personalities in old fashioned clothes took to the streets for interviews and special broadcasts.

KUDL AD EXPLOITATION PAYS

GREATER results from a well-exploited two-week campaign on KUDL Kansas City, Mo., than from an entire year in other media, have been claimed for M. L. Owen Realtors of Kansas City. To get the most for its radio dollar the Owen firm plugged its show in newspaper ads, broadcast it from a loudspeaker on the company station wagon, painted company vehicles with program promotion and raised a large sign in front of its office calling attention to its show. These tie-ins, plus careful attention to continuity on the program are credited for ever-increasing business from KUDL-listening customers.

WSAZ-TV GETS COLOR LISTINGS

WSAZ-TV Huntington, W. Va., in the color promotion business for weeks now, has secured cooperation of local stations and newspapers in publishing daily color schedules with regular radio-tv logs in the papers. After staging a closed circuit color demonstration for some 200 RCA Victor dealers last month, WSAZ-TV premiered local live color for viewers with a colorcast of its *Saturday Night Jamboree*. First WSAZ-TV show to go to be colorcast on a regular basis was *Current*, which is seen in color three times a week.

DOUBLE DRIBBLE ON WSAI

CINCINNATI'S two college basketball teams both scheduled out-of-town games the evening of Feb. 29, but no one was neglected by WSAI Cincinnati. The station put them on the air consecutively, sponsored by The Mayer Realty Co. and O'Leary Buick. To get the twin bill, the station followed the U. of Cincinnati to Oxford, Ohio, for its game with Miami U., and Xavier U. to Louisville, Ky., for its contest with Louisville U.

NBC-TV TO SALUTE BASEBALL

AS A TRIBUTE to the national pastime of baseball, NBC-TV plans to telecast in early April a "Cavalcade of Baseball," touching on various phases of the sport and including pick-ups from spring training camps. Though no definite date has been set, NBC-TV expects to present the telecast as a 90-minute program, perhaps in the *Producers' Showcase* time period on April 2 (Mon. 8-9:30 p.m. EST).

NEGOTIATOR FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

ALLEN KANDER
And Company

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU 7-4242
111 West Monroe St. • Chicago 3, Illinois RA 6-3688

Station Authorizations, Applications
(As Compiled by B•T)
March 1 through March 7

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts. mc—megacycles. D—Day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

Am and Fm Summary Through Mar. 7

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,828	2,828	214	371	159
Fm	539	528	50	22	1

FCC Commercial Station Authorizations
As of February 29, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,832	521	159
Cps on air	9	18	326
Cps not on air	123	13	106
Total on air	2,841	539	485
Total authorized	2,964	552	591
Applications in hearing	150	1	159
New station requests	247	4	22
New station bids in hearing	100	0	106
Facilities change requests	148	6	31
Total applications pending	819	48	281
Licenses deleted in Feb.	1	1	0
Cps deleted in Feb.	1	1	3

*Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through March 7

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	348	97	445
Noncom. Educ. on air	14	5	19

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	308	306	614[1]
Noncom. Educational	20	17	37[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948–April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	971	337	763	545	1,308[3]
Noncom. Educ.	60		33	27	60[4]
Total	1,031	337	796	572	1,368[5]

[1] 166 cps (32 vhf, 134 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATION

Birmingham, Ala. — Birmingham Television Corp., uhf ch. 42 (638-644 mc); ERP 16.52 kw vis., 8.92 kw aur.; ant. height above average terrain 789.25 ft., above ground 589.25 ft. Estimated construction cost $134,000, first year operating cost $300,000, revenue $350,000. Post office address Room 642, 190 N. State St., Chicago. Studio and trans. location Birmingham. Geographic coordinates 33° 29′ 09″ N. Lat., 86° 47′ 26″ W. Long. Trans. and ant. RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Walter F. Kean, Riverside, Ill. Principals include **Harry** and **Elmer Balaban**, with midwestern theatre interests, 34% owners **WICS (TV) Springfield, Ill.** (application for negative control pending), and 50% owners of **WTVO (TV) Rockford, Ill.** Filed March 6.

PETITIONS

WLAY Muscle Shoals City, Ala.—Petitions FCC to amend sec. 3.606 so as to delete ch. 11 from Lexington, Tenn., and add ch. 49. Also to allocate ch. 11 to St. Joseph, Tenn. Announced March 2.

San Antonio, Tex.—Albert Jerry Balusek petitions FCC to amend sec. 3.606 so as to delete restriction of certain tv broadcast channels to use of non-commercial educational stations. Announced March 2.

KUAM Agana, Guam—Petitions FCC to amend sec. 3.606 for assignment of ch. 8 to Agana. Announced March 2.

Existing Tv Stations . . .

ACTIONS BY FCC

Tv Monitors—FCC granted, in part, request by General Radio Co., Cambridge, Mass., and amended Part 3 to clarify certain requirements for type approval of frequency and aural monitors for tv broadcast stations, effective May 2. Announced March 1.

KSBW-TV Salinas, Calif.—Granted mod. of cp to change ERP to 209 kw vis., 105 kw aur., change studio location, ant. and make equipment changes. Ant. height: 2,550 ft. Granted March 5.

APPLICATIONS

KFXJ-TV Grand Junction, Colo.—Seeks mod. of cp to change ERP to 12.9 kw vis., 6.45 kw aur. Ant. height above average terrain: minus 7 ft. Filed March 6.

KTBC-TV Austin, Tex.—Seeks mod. of license to change name of licensee to LBJ Co. Filed March 5.

KTBC-TV Austin, Tex.—Seeks mod. of cp to change ERP to 316 kw vis., 158 kw aur., and make DA system changes. Filed March 6.

APPLICATION AMENDED

WGBI-TV Scranton, Pa.—Filed amendment to change aural trans. rated power. Amended March 5.

New Am Stations . . .

ACTIONS BY FCC

New London, Conn.—Application for cp for new am to operate on 980 kc, 1 kw D dismissed at request of attorney. Action of March 6.

Fort Walton Beach, Fla.—West Florida Bcstg. Service granted 950 kc, 500 w D. Post office address Fort Walton Beach. Estimated construction cost $17,415, first year operating cost $27,500, revenue $38,000. Sole owner of applicant is **H. French Brown Sr.**, former 50% owner **WCNU Crestview, Fla.** Announced March 1.

Winter Haven, Fla.—Coastal Bcstg. Co. application for cp to operate on 1320 kc, 500 w D dismissed at request of attorney. Action of March 5.

Branson, Mo.—Shepherd of the Hills Bcstg. Co. granted 1220 kc, 250 w D. Post office address West Plains, Mo. Estimated construction cost $15,690.15, first year operating cost $36,000, revenue $42,000. Principals are equal partners **Robert F. Neathery**, owner of **KWPM-AM-FM West Plains, Mo.**, 95% owner **KALM Thayer, Mo.**, and 95% owner of **KAMS (FM) Mammoth Spring, Ark.**, and **L. C. McKenney**, owner of **KMDO Fort Scott, Kan.**, and **KRMO Monett, Mo.**, and manager of **KICK Springfield**, and **KLRS Mountain Grove**, both **Mo.** Announced March 1.

Albemarle, N. C.—Stanly County Bcstg. Co. granted 1580 kc 250 w D. Post office address 118 Harwood St., Albemarle. Estimated construction cost $16,895, first year operating cost $29,000 and first year revenue $38,000. Principals in partnership are **J. T. Presson** (42.5%), Ralston Purina salesman and formerly with **WCRS Greenwood, S. C.**; **H. E. Payne** (42.5%), farm supply retailer, and **Mrs. Lottie P. Kellum** (15%), Mr. Presson's mother-in-law. Announced March 1.

Gretna, Va.—Central Virginia Bcstg. Co. granted 730 kc, 1 kw D. Post office address Rt. 4, Box 454, Danville, Va. Estimated construction cost $22,631.89, first year operating cost $45,000, revenue $58,000. Stock is owned by 74 people, none of whom owns more than 7.4% interest. They have no other broadcast holdings. Announced March 1.

Vieques, Puerto Rico—Calvary Baptist Mission of Puerto Rico granted 1370 kc, 1 kw unl. Post office address Box 338, Vieques. Estimated construction cost $23,563, first year operating cost $13,200, revenue $22,500. Applicant is non-profit missionary organization. Announced March 1.

APPLICATIONS

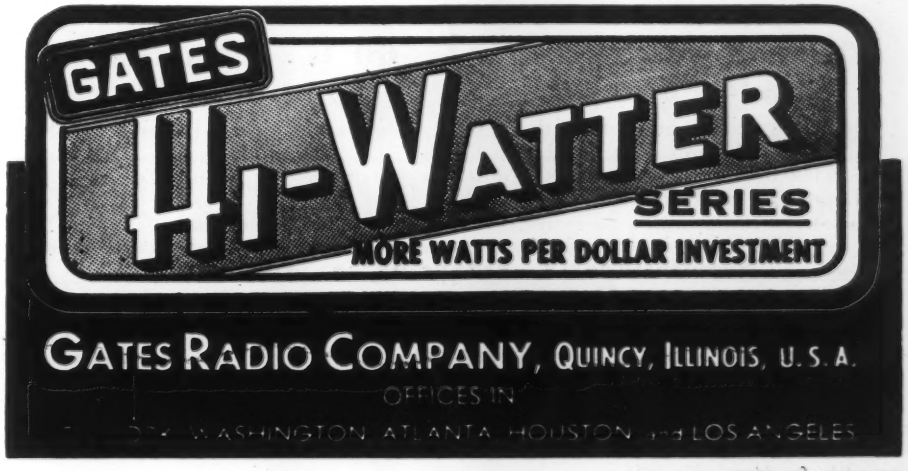
Starke, Fla.—Ben Akerman, 730 kc, 250 w D. Post office address 2646 Cheshire Bridge Rd., N. E., Atlanta, Ga. Estimated construction cost $6,750, first year operating cost $18,000, revenue $24,000. Mr. Akerman is general manager of **WGST Atlanta** and former 50% owner of **WSTN St. Augustine, Fla.** Filed March 5.

Anadarko, Okla.—Indian City Bcstg. Co., 1250 kc, 500 w D. Post office address Box 688, Clovis, N. M. Estimated construction cost $16,550, first year operating cost $30,000, revenue $35,000. Principals are **Odis L. Echols Sr.** (66.6%), and **Odis L. Echols Jr.** (33.3%), majority owners of **KCLV Clovis, N. M.** Filed March 6.

Lakeview, Ore.—Pacific Northwest Radio, 1230 kc, 250 w unl. Post office address McKinley Route, Coquille, Ore. Estimated construction cost $14,099, first year operating cost $22,600, revenue $34,500. Principals are equal partners **Lynn C. Thomas** and **A. E. Freeman**, livestock ranchers. Filed March 6.

Portland, Ore.—James R. Roberts, 1010 kc, 1 kw D. Post office address 909 Michigan Ave., Farmington, Mo. Estimated construction cost $15,000, first year operating cost $40,000, revenue $50,000. Mr. Roberts has had engineering training. His parents, **Cecil W.** and **Jane A. Roberts**, own **KREI Farmington, KBIA Columbia, KCHI Chillicothe**, all **Mo.**, **WINI Murphysboro, Ill.**, **KCRB Chanute, Kan.**, and have applications pending for new ams at Little Rock, Ark., and Kenmore, Wash. Filed March 6.

Dyersburg, Tenn.—Dyersburg Bcstg. Co., 1330 kc, 1 kw D. Post office address P. O. Box 309, Jackson, Tenn. Estimated construction cost $60,000, first year operating cost $48,000, revenue $60,000. Principals include Pres.-Treas. **Aaron B. Robinson** (60%), controlling interests in **WDXI-AM-TV Jackson, WTPR Paris, WDXE Lawrenceburg, WENK Union City, WDXN Clarksville**, all **Tenn.**, and minority interest in **WCMA Corinth, Miss.**, and Vice Pres. **Harold L. Simpson** (40%)



owner of super markets and minority stockholder in above stations. Filed March 6.

Abingdon, Va.—Burley Bcstg. Co., 1230 kc, 250 w unl. Post office address Box 218, Richlands, Va. Estimated construction cost $19,904, first year operating cost $20,000, revenue $30,000. Principals are equal partners **Nelson T. Barker**, fuel and automobile interests, and **Lindy M. Seamon**, general manager and chief engineer of **WRIC Richlands**. Filed March 6.

Winchester, Va.—Winchester Bcstg. Co., 1480 kc, 1 kw D. Post office address P. O. Box 874, Martinsburg, W. Va. Estimated construction cost $22,701, first year operating cost $36,000, revenue $56,000. Sole owner **C. Leslie Golliday** is 50% owner **WEPM-AM-FM Martinsburg** and 100% owner **WCLG Morgantown, W. Va.** Filed March 6.

Prosser, Wash.—Prosser-Grandview Bcstg. Inc., 1310 kc, 1 kw D. Post office address P. O. Box 217, Prosser. Estimated construction cost $17,519, first year operating cost $30,000, revenue $33,000. Principals include Pres. **Forrest H. Bishop** (41%), employe of **KWIE Kennewick, Wash.**, and Vice Pres. **Jack L. Quinn** (16.6%), general manager Richland, Wash., Tv Cable Corp. Filed March 6.

Honolulu, Hawaii—James T. Ownby, 1270 kc, 1 kw unl. Post office address P. O. Box 1977, Phoenix, Ariz. Estimated construction cost $13,053, first year operating cost $48,000, revenue $51,600. Mr. Ownby owns **WJXN Jackson, Miss., KONI-KELE (FM) Phoenix** and 40% of **WDOB Canton, Miss.** Filed March 5.

APPLICATIONS AMENDED

Little Rock, Ark.—Cecil W. Roberts and **Jane A. Roberts**, joint tenants applying for cp to operate on 1450 kc, 250 w unl., amend application to change name of applicant to Cecil W. Roberts and Jane A. Roberts, His Wife. Amended March 5.

Westport, Conn.—Westport Bcstg. Co. application for cp to operate on 1260 kc, 500 w D amended to install DA. Amended March 5.

Green Cove Springs, Fla.—William F. Askew application for cp to operate on 730 kc, 250 w D amended to change to 1220 kc. Amended March 5.

Ridgewood, N. J.—American Family Bcstg Co. application for cp to operate on 540 kc, 1 kw D amended to reduce power to 500 w and make DA and equipment changes. Amended March 5.

Shelton, Wash.—Carl H. Deiz application for cp for new am to operate on 1240 kc, 250 w unl. amended to change to 1500 kc, 500 w D and make equipment changes. Amended March 6.

Existing Am Stations . . .

ACTIONS BY FCC

WGMA Hollywood, Fla.—Application for cp to increase power from 500 w to 1 kw returned; wrong dates. Filed March 5.

WPCF Panama City, Fla.—Granted change from 1400 kc, 250 w unl. to 1430 kc, 5 kw unl. with DA-2. Announced March 1.

WBFY Charlottesville, Va.—Granted increase from 250 w to 1 kw, operating D on 1010 kc. Announced March 1.

APPLICATIONS

KTML Trumann, Ark.—Seeks mod. of cp to change station location from Trumann to Marked Tree, Ark., change trans. location and specify studio location as 300 ft. southeast of city limits and 325 ft. southwest, U. S. Hwy. 63, Marked Tree. Filed March 6.

KWBW Hutchinson, Kan.—Seeks mod. of license to change name of licensee to **Bess Wyse Rickard** and **George H. Marsh**, partnership d/b as Nation Center Bcstg. Co. Filed March 5.

WENE Endicott, N. Y.—Seeks cp to change from DA-1 to DA-N. Filed March 5.

WEOK Poughkeepsie, N. Y.—Seeks cp to make ant. changes (increase height, side mount short wave receiving ant.). Filed March 6.

WTAB Tabor City, N. C.—Seeks cp to increase power from 1 kw to 5 kw and make equipment changes. Filed March 5.

WHOT Campbell, Ohio—Seeks cp to increase power from 250 w to 1 kw, install DA-D and make equipment changes. Filed March 6.

KTBC Austin, Tex.—Seeks mod. of license to change name of licensee to LBJ Co. Filed March 5.

WSLS Roanoke, Va.—Seeks cp to increase D power from 1 kw to 5 kw and make changes in DA-2. Filed March 6.

KTW Seattle, Wash.—Seeks cp to change from Specified Hours to D, change ant.-trans. location, make ant. changes, operate trans. by remote control, and make equipment changes. Filed March 6.

APPLICATIONS RESUBMITTED

WGLS Decatur, Ga.—Resubmits application for cp to increase power from 1 kw to 5 kw, install DA-D, and make equipment changes. Resubmitted March 6.

KMUL Muleshoe, Tex.—Application for mod. of cp to change ant.-trans. and studio locations to W. 8th St. and Ave. F, .5 miles west of Muleshoe, resubmitted. Resubmitted March 6.

APPLICATIONS AMENDED

WLPO LaSalle, Ill.—Application for cp to increase power from 250 w to 1 kw amended to make changes in DA pattern. Amended March 6.

WRAP Norfolk, Va.—Application for cp to increase power from 1 kw to 5 kw, change DA-D pattern, and make equipment changes amended to make changes in DA pattern. Amended March 5.

CALL LETTERS ASSIGNED

WCAS Gadsden, Ala.—Etowah Broadcasters Inc., 570 kc, 1 kw D. At station's request changed from WGWD effective June 1 instead of March 5, date originally effective.

Existing Fm Stations . . .

ACTIONS BY FCC

Fm Broadcast Monitors — FCC amended its broadcast rules (Part 3) to add fm broadcast monitors to am and tv broadcast monitors that are tested, on request, at Commission laboratory, Laurel, Md., which testing is already provided for in its general rules (Part 2). Rules for fm and am monitors were editorially changed to conform to recently adopted tv monitor rules. Revisions are effective May 2. Announced March 1.

KRON-FM San Diego, Calif.—Granted cp to change ERP to 13 kw, ant. height to 210 ft. and change trans. location. Granted March 5.

KCMS (FM) Manitou Springs, Colo.—Granted mod. of cp to change ERP to 10 kw, frequency to 102.7 mc and make equipment changes. Announced March 5.

WNVA-FM Norton, Va.—Granted request to cancel license of fm station and delete call letters. Announced March 5.

Ownership Changes . . .

ACTIONS BY FCC

WSPC Anniston, Ala.—Granted acquisition of control of licensee by **S. B. Ingram** for $2,343. Mr. Ingram, formerly 38.1% owner, will be 55.5% owner. Granted March 5.

KBLF Red Bluff, Calif.—Granted assignment of license to Tehama Bcstg. Co. for $50,000. Principals are: Pres. **William W. Boone** (48.9%), KBLF manager; Treas. **Russell G. Frey** (51%), physician, and Secy. **Rawlins Coffman** (.1%), lawyer. Granted March 7.

KRNO San Bernardino, Calif.—Granted transfer of control to **Norman H. Rogers** and **George W. Brock**, for $33,000. Messrs. Rogers and Brock are sole owners. Granted March 1.

KSLV Monte Vista, Colo.—Granted transfer of control to San Luis Valley Bcstg. Co. Action is brought about because **George O. Cory**, former 51% owner and now 30.7% owner of station, was participant in stock transaction in which San Luis was granted license of **KVOD Denver**. Announced March 5.

WDOV-WDOX (FM) Dover, Del.—Granted assignment of license to **Dover Bcstg. Co.** for $90,000. Dover principals own **WOL-AM-FM Washington, D. C.** Granted March 7.

WRWB Kissimmee, Fla.—Granted assignment of license to **Frank A. Taylor** for $15,000. Mr. Taylor is insurance agent and WRWB commercial manager. Granted March 7.

WNOG Naples, Fla.—Granted assignment of license to **Radio Naples Inc.** Corporate change only; no change in control. Simultaneously filed, and contingent upon grant of first application, was request for transfer of control to **William J. Ryan** for $32,000. Mr. Ryan has no other business interests at present. Granted March 7.

KGEM Boise, Idaho.—Granted transfer of control (71%) to Gem State Bcstg. Corp. for $64,356. Gem is 100% owned by Interstate Corp., licensee of **KLO Ogden, Utah**. Principals include Pres. **A. L. Glasmann** (see **KLIX-AM-TV Twin Falls, Idaho; KOPR Butte, Mont.**, and **KUTV (TV) Salt Lake City** below); Secy. **George M. McMillan** principal in above station sales, and Vice Pres. **Cecil Heftel**, manager-director KLO. Granted March 7.

KLIX-AM-TV Twin Falls, Idaho — Granted transfer of control (88%) to KLIX Corp. for $95,598. KLIX is equally owned by Alhambra Corp. (real estate) and Paramor Corp. Principals include **A. L. Glasmann** and **George M. McMillan** (see **KGEM Boise, Idaho; KUTV (TV) Salt Lake City** and **KOPR Butte, Mont.** sales). Granted March 7.

WJPF Herrin, Ill.—Granted involuntary transfer of control to **Maybelle J. Lyeria**, executrix of estate of **O. W. Lyeria**, deceased. Action is called for in will of deceased. Announced March 5.

KOPR Butte, Mont.—Granted transfer of control (67%) to Salt Lake City Bcstg. Co. for $40,000. Principals include Pres. **George C. Hatch** (50%), principal in **KUTV (TV) Salt Lake City** sale below; Vice Pres. **Wilda Gene Hatch** (50%), also KUTV (TV) principal; Secy. **George W. McMillan**, principal in **KGEM Boise, Idaho; KLIX-AM-TV Twin Falls, Idaho**, and KUTV (TV) sales, and Treas. **E. W. Campbell**, treas.-director of **KALL Salt Lake City**. Granted March 7.

WOKO Albany, N. Y.—Granted transfer of control to **Carl L. Lindberg** and **Howard B. Hayes** for $64,700. Mr. Lindberg is 67.2% owner of **WPIK Alexandria, Va.**, and Mr. Hayes is consulting engineer and former WPIK principal. Granted March 7.

WHVH Henderson, N. C.—Granted assignment of license to **Vance County Bcstg. Co.** Corporate change only; no change in control. Granted March 1.

KIHO Sioux Falls, S. D.—Application for assignment of license to **Sioux Empire Bcstg. Co.** dismissed at request of applicant. Action March 6.

KUTV (TV) Salt Lake City, Utah—Granted transfer of control of KUTV Inc. for $683,333. Principals include *Ogden* (Utah) *Standard Examiner* (51%) and *Salt Lake City Tribune* (35%). *Standard Examiner* has interests in **KLO Ogden, KIMN Denver, KMON Great Falls, Mont.**, and **KALL Salt Lake City**. *Tribune* presently has 50% interest in KUTV (TV). KUTV Inc. Pres. **A. L. Glasmann** holds *Standard Examiner* proxy and controls 72.3% of *Standard Examiner*. Secy. **J. W. Gallivan** holds *Tribune* proxy. Principals also include **George M. McMillan.** (See **KGEM Boise, Idaho; KLIX-AM-TV Twin Falls, Idaho** and **KOPR Butte, Mont.**, sales above.) Granted March 7.

WSKI Montpelier, Vt.—Granted assignment of license to Montpelier-Barre Bcstg. Co. for $34,000. Principals include Pres. **Paul J. Perreault** (89.7%), former manager of **WNBH New Bedford, Mass.**; Vice Pres.-Asst. Treas. **Arthur Tacker** (10.3%), WSKI manager and Dirs. **Nathan Greenberg** and **Charles W. Grinnell**, present co-owners of WSKI. Granted March 7.

APPLICATIONS

WEDR Birmingham, Ala.—Seeks assignment of license to **Edwin H. Estes** for $105,000. Mr. Estes is owner of **WMOZ Mobile, Ala.** Filed March 6.

KRDG Redding, Calif.—Seeks assignment of permit to **M & C Broadcasters** for $1,048. Principals are **Howard N. Martineau** (75%), presently part owner of KDRG, and **Reinard W. Brandley** (25%), civil engineer. Filed March 6.

WKTM-AM-FM Mayfield, Ky.—Seek assignment of licenses to **Fred H. Thomas** for $50,000. Mr. Thomas is watchmaker. Filed March. 6.

WSMB New Orleans, La.—Seeks transfer of control to **Bankers Securities Corp.** Corporate change only; no change in control. Filed March 5.

KUDL Kansas City, Mo.—Seeks assignment of license to **Heart of America Broadcasters Inc.** for $175,000. Heart of America is wholly-owned by Tele-Broadcasters Inc., owner of **WKXV Knoxville, Tenn., KWXL Concord, N. H.**, and **WARE Ware, Mass.** Filed March 6.

KCNI Broken Bow, Neb.—Resubmits application for transfer of control to **Georgia A. Craw-**

(Continues on page 100)

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Manager for kilowatt daytimer, small rural market in South Carolina. Prefer southerner. Stock option. Will consider successful salesman-announcer ready to move up. Box 714F, B•T.

Commercial manager for metropolitan fulltime station. Must have had similar position in small market. Anxious for advancement. Unusual opportunity. Box 715F, B•T.

General manager. 250 watt central Wisconsin fulltimer needs general manager with proven local sales record in small market. Must be imaginative, profit-minded, friendly personality who can further increase present substantial billing. Guarantee on present billing plus percentage of sales. Send complete resume. Box 724F, B•T.

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RADIO

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Qualified Salesman, small market daytimer, right man can become manager. Box 702F, B•T.

Experienced air salesman—news director. Virginia kilowatt independent. Box 726F, B•T.

Fine opportunity for outstanding salesman. This is a salaried position with commissions for the right man. Opportunity to advance with growing group. Future unlimited. Box 744F, B•T.

Immediate opening experienced radio salesman. Five kilowatt, San Joaquin Valley independent. $400.00 draw against commission. Experience, references, and photo first letter. KCHJ, P.O. Box 262, Delano, California.

Local salesman. Good account list to start. Good pay. Send letter, references, picture. KWTO, Springfield, Missouri.

Experienced salesman or saleswoman. Salary plus commission. WKNK, Muskegon, Michigan.

Are you an executive type salesman with an eye to a manager's job. We have five stations and are currently applying for our sixth. We need capable salesmen who want to join a growing organization that rewards able men through advancement. Currently we have openings in Houston, Baton Rouge, and our newest property in Memphis. Our stations are all programmed to reach the negro market and have high earning potentials for the right men. You will be supported by a good selling story, have promotion, good ratings and realistic rates. We'll give you an excellent basic draw, commission, auto expense allowance and year-end bonus. Write giving full details, past earnings and photo. The OK Group. 505 Baronne Street, New Orleans, Louisiana.

Louisiana 1000 watt independent daytimer needs experienced salesman. Draw and commission. Ideal living conditions. Send information and photo to Radio, Box 188, Alexandria, Louisiana.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Experienced announcer wanted. Northeast Texas, 250 watt network station. Send resume with tape. Box 616F, B•T.

Announcer for Albany, New York station. Must be experienced and versatile with car. Knowledge of popular music essential. Box 668F, B•T.

Fulltime North Carolina regional needs combination 1st class engineer-announcer. Write Box 686F, B•T, giving experience and stations where employed.

Announcer with selling experience, or who wants to break into sales. Salary negotiated. South-south central location. Box 701F, B•T.

Announcer-engineer, salary $400.00 a month. Virginia kilowatt independent. Box 725F, B•T.

Announcer: Good voice. Know music, do news, no rock and roll. Send your complete background to Box 743F, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted: Announcer-engineer, send tape, KBUN, Bemidji, Minnesota.

Opening for announcer-engineer. Five kilowatt, San Joaquin Valley independent. First phone. Experience, references, photo, first letter. KCHJ, P.O. Box 262, Delano, California.

Opportunity for good morning announcer. Send resume. ABC network, KFRO, Longview, Texas.

KLIX needs good quality announcer with first phone for both radio and tv audio work. Engineering ability unimportant. Send audition tape and complete resume. Do not phone. Contact Frank C. McIntyre, KLIX, is klickin, Twin Falls, Idaho.

Announcer-engineer, pleasant living conditions, plus good opportunity for advancement. Contact WACB, Kittanning, Pa.

Wanted—experienced morning personality announcer by 5000 watt independent. Must be good. No drinkers or floaters. References and tape required, contact Greeley N. Hilton, WBUY, Lexington, N. C.

DJ needed for daily five hour afternoon record show. Must have experience and showmanship. If you like DJ work without the distractions of other staff duties, you'll like this unusual opportunity. Send photo and tape to Jack Douglas, WFIN, Findlay, Ohio. All tapes returned.

$99.00 per forty-hour week—announcer-engineer-first phone license. Only top man need apply. WKNK, Muskegon, Michigan.

Small market network operation with good reputation statewide, high local acceptance, need promising young man to develop into staff announcer replacing good man moving up. Will do morning show—football, basketball play-by-play, news, and special events. Prove yourself five months at $60.00 per week, $10.00 per week raise Aug. 1. One year's experience minimum. Send tape, picture personal and performance references to General Manager, WLAF, LaFollette, Tennessee.

Combination announcer-first phone engineer—wanted by rapidly growing central Pennsylvania University town. Call or write Station Manager, WMAJ, State College, Pa.

Immediate opening: Dependable announcer. Send tape, full details and salary requirements first letter. WMLT, Dublin, Ga.

Immediate opening for qualified announcers, WPAC, Patchogue, N. Y. Increasing to 5000 watts. Call person to person for appointment. Program Director, Patchogue 3-4600.

Morning man for metropolitan kilowatt independent in Alaska hard-sell type able to work very heavy commercial schedule. Take over established top morning program, no PI but same type selling for retail accounts. Living and working conditions better than average. Beginning salary, one hundred twenty-five per week. Company insurance plan will advance air transportation. Send tape with commercials to Wes Burton, 502 Second Ave., Anchorage, Alaska. All tapes will be returned.

Northwest graduates working in radio and tv (including Northwest Broadcasting School graduates) we are forming a national alumni association and I have a special gift for you. Get in touch with me as soon as possible. Bill Sawyer, 1221 N. W. 21st Avenue, Portland 9, Oregon.

Technical

Engineer needed immediately. Experience desired, but not essential. Salary open. Box 672F, B•T.

Wanted at once. Engineer-announcer or salesmen. $90.00 a week. WBRV Radio, Booneville, N. Y. Phone 11.

Wanted: Radio engineer; first class radio telephone license; strong on maintenance. No operating tricks. Apply Chief Engineer, Radio Station WRIV, 29 East Main Street, Riverhead, Long Island, N. Y.

Help wanted—Combination anonuncer-engineer. First phone, Handle hillbilly. WTRB, Ripley, Tennessee.

Immediate opening for engineer, engineer-announcer or engineer-salesman. Contact Marshall Poole, WVLN. Olney, Illinois.

Programming-Production, Others

Newsman—aggressive air personality, major market midwest. Send tape, picture. Box 652F, B•T.

Copywriter. Must have experience. Write, sell copy. Box 742F, B•T.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Immediate opening for experienced traffic director. Please airmail all details and photo to Sales Manager, KOA-Radio, Denver, Colorado.

Local newsman who can gather, write and report. Capable of building a top news department from the ground up. Send complete resume, tape, picture and salary requirements. KWOW, Pomona, California.

Continuity writer, male or female. Send resume. Leo Jylha, WBCM, Bay City, Michigan.

Newsman, experienced to write and deliver local news. Handle tape-recorder. $75 per week. WCOJ, Coatesville, Pa.

Woman copywriter for metropolitan kilowatt independent in Alaska. Must be able to write hard-sell copy, retail level. No flowery production expected or wanted but must be able to turn out hard-sell copy and lots of it. Living and working conditions above average. Employer paid insurance. Beginning salary one-twenty-five weekly. Will advance air transportation. Send sample sell-type commercials to Radio Anchorage, Box 1960, Anchorage, Alaska, airmail.

Situations Wanted

Managerial

Twenty years radio-television management, general operations and sales. Prefer general management, but consider attractive sales or program proposal. Box 562F, B•T.

Manager. Twenty two years experience. Dependable. Efficient. Can direct sales. Box 695F, B•T.

10 years experience, desire small or medium market. Salary no object, presently managing small market. Box 734F, B•T.

Salesmen

General utility man, salesman, announcer, continuity, programming. Mature, long experienced, sober and steady. Present employer reference. Must earn $100 weekly. Box 704F, B•T.

Announcers

Announcer seeking steady position in Florida; good background, board operation, strong music, news. Box 527F, B•T.

Here's the right negro girl for radio and tv!!! Experienced. Single. Will travel. Box 555F, B•T.

Announcer, 4 years experience. Fine voice, authoritative news, relaxed DJ commercial delivery. First phone, tape. Box 612F, B•T.

Country—DJ—musician, announcer. Third. TV. Well experienced. Sincere, progressive stations only. Salary, talent. Box 651F, B•T.

Announcers

Ten years experience radio and tv. Deepest selling voice. Proven results, news, music. Net experience. Married, reliable, sober. Finest references—east of the Mississippi. $100.00 minimum. Box 683F, B•T.

Attention east—announcer, 2 years experience. $85. 3rd class ticket. Box 684F, B•T.

Needed! Progressive station, major market, by top deejay. 6 years experience, versatile, ambitious. Really knows music and programming. Can pitch or purr. Satisfied sponsors a specialty. Top rating in highly competitive market. Had national publicity. Best references. Married, tape, resume. Box 685F, B•T.

Announcer, 3 years experience, DJ, versatile, ambitious, married, available. Box 687F, B•T.

Seeking summer replacement job, good announcer, 4 years experience. Box 688F, B•T.

Attention east coast Maine to Florida. Announcer-combo man with 5 years experience desires permanent position with a growing organization. Box 689F, B•T.

Sports director: 11 years radio—10 years football, baseball, basketball. Desires baseball. Considered one of minor league's top announcers. Athletic background. Married. Employed. Excellent references. Box 690F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Wanted a chance. Will someone within a 20 mile radius of Philadelphia at least give me an audition for a parttime announcing job. Only experience military and school station. Box 696F, B•T.

Top-notch DJ and news. Now staff at $85 in major eastern market. Opportunity and security important. Box 697F, B•T.

Announcer, thoroughly experienced radio-tv, desires permanency Eastern metropolitan market. Box 700F, B•T.

Announcer-salesman one year announcing experience, third class ticket, eager learn selling small station southeast. Box 706F, B•T.

Sports director—program director, either or both. Play-by-play all sports. Seven years. Southeastern conference. Big Seven. Independent. Originality-versatility. Also deejay. Best references. Married: Seeks permanency. Phone Harney 5086, Omaha, Nebr. Write Box 707F, B•T.

Announcer—three years experience, plus radio school—very happy with radio-presently employed but desires metropolitan opportunity. Box 711F, B•T.

Six years experience—announcer-salesman. All phases air work. Married, 29 years old. Presently employed. Prefer East. Box 716F, B•T.

Experienced staff announcer. Single, go anywhere. Veteran. Worker. Call UN 5-3528. Box 717F, B•T.

Experienced negro staff, DJ, strong, news. Single, veteran, college background. Willing to travel. Tape, photo, resume. Box 719F, B•T.

Announcer, play-by-play, staff, married, presently working southeast. Desires good baseball town anywhere. Strong news, commercials, DJ, tape, resume. Box 721F, B•T.

Deep resonate-voiced announcer with working knowledge of the business. Prefer news, DJ, commercials. Third class ticket. Available immediately. Box 722F, B•T.

Recent broadcasting school graduate. Good DJ, news, sports, board, tape. Box 723F, B•T.

Oregon only. Combo-man, first phone, 6 years experience. Handle anything except play-by-play or chief engineer. Box 731F, B•T.

Sportscaster—12 years radio, 3 years television play-by-play all sports. Want sports minded station. Box 733F, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

If you're looking for a man experienced in all phases of radio then your search has ended. Newscasting and play-by-play a specialty. Experience in tv too. Available for duty anywhere, immediately. Top man expects top wages. Box 736F, B•T.

Presently employed, hillbilly and gospel, DJ. Looking for opportunity. Anywhere west. Can pick and sing. Proven record and references. Tape on request. Write Box 737F, B•T.

All around negro announcer. News commercials, board operation. Box 738F, B•T.

1st phone, no experience, vet, 32, radio-tv school grad, future, relocate. Peter Cap, 233 Cook Avenue, Yonkers, N. Y.

Experienced announcer—DJ. Desires music-news operation. Charlie Doll, 907 Clinton, Hoboken, N. J. HO. 4-9976.

Announcer — 2nd class engineer — sportscaster. Strong news, DJ, sincere versatile. Good on-the-air salesman. Best references. Experienced. R. Hanna, % Cornelia Zayat, 1130 85th Street, Brooklyn, N. Y.

Sportscaster and general announcer wants summer job. Two years commercial experience in all sports, DJ, morning, news, combo. Norris Love, WPRD, WPRD-FM Princeton University, Princeton, New Jersey.

Seeks staff position at small station. Light experience. James L. Moran, 1061 Mayfair Road, Union, New Jersey.

Technical

Chief engineer-announcer. Experienced. Degree. Box 615F, B•T.

Chief engineer: Seven years present station. Fifteen years experience all phases. Some tv, fm multiplexing. Married. Box 691F, B•T.

Engineer, 6 years experience, control room operation, installation and transmitter maintenance. will locate. Box 708F, B•T.

(Continued on next page)

ANNOUNCERS WANTED!

Yes, announcers are wanted—announcers with first class tickets. If you are ambitious to increase your earning power—or a beginner who needs that first big break—a first class FCC license is your ticket to success. Grantham School of Electronics, a nationally famous school *specializing* in FCC license training can prepare you *quickly* and *easily* to pass that all-important FCC examination.

Correspondence or Resident classes

Our Guarantee
If you should fail the FCC exam after finishing our course, we guarantee to give you additional training at NO ADDITIONAL COST.

FCC-Type Exams
FCC-type tests are used throughout the Grantham course. Constant practice with these FCC-type tests helps you prepare for the actual FCC examination.

GRANTHAM SCHOOL OF ELECTRONICS

DESK 2-D

821 19th St., N.W., Washington 6, D.C. OR 5910 Sunset Blvd., Hollywood 28, Calif.

Please send me your free booklet, telling how I can get my FIRST CLASS FCC license quickly. I understand there is no obligation and no salesman will call.

Name _____

Address _____ City _____ State _____

RADIO

Situations Wanted—(Cont'd)

Technical

Chief engineer, 7 years tv maintenance and operations, 14 years am, desires permanent connection as chief or responsible position with established or financially stable station. Top references. Prefer south or west but consider all commensurate offers. Box 729F, B•T.

Man with FCC 1st phone desires employment after April, prefer middle Tennessee. Write DJJ, 601 N. Tibbs, Indianapolis, Indiana.

Programming-Production, Others

Newsman—10 years experience. Thoroughly competent reporter, writer, editor. Exceptionally strong on delivery. Looking for larger opportunity, permanent location. Reply Box 741F, B•T.

14 years experience programming, writing, production, announcing, publicity plus 3 years general manager. Steady, dependable, efficient. What do you have? Norm Fisher, 308-3 Avenue S, E., Jamestown, North Dakota. Phone 842-J.

TELEVISION

Help Wanted

Managerial

Manager wanted for top rated CBS affiliate in rapidly expanding Louisiana market, preferably a manager-investor. Background and experience in both management and sales a must. Send complete resume, references, recent photograph, expected earnings. Replies held strictly confidential. Box 727F, B•T.

Salesman

Michigan low channel vhf with major network affiliation in one of state's largest markets requires salesman experienced in television. Excellent insurance benefits, earnings and pleasant surroundings. Send information plus picture to Box 682F, B•T.

TELEVISION

Help Wanted—(Cont'd)

Announcers

KLIX needs good quality announcer with first phone for both radio and tv audio work. Engineering ability unimportant. Send audition tape and complete resume. Do not phone. Contact Frank C. McIntyre, KLIX, is klickin, Twin Falls, Idaho.

Technical

Midwestern vhf-tv station has opening for first class engineer, with tv experience preferred, but not necessary. Send complete qualifications, references, and salary to Personnel Director, KCKT-TV, Great Bend, Kansas.

Urgently needed—studio engineer, experienced in maintenance—first class license. Also transmitter engineer. You'll enjoy living in colorful Colorado and working with a fine group at a station that's building for the future. Contact Les Dunn, KTVR Denver.

Programming-Production, Others

Prominent tv film production firm looking for top tv program ideas. Will develop and promote. Write Box 671F, B•T.

Great Lakes area. Major network vhf wants tv program director immediately. Strong on production. Unusual opportunity for right man. Send complete resume to Box 674F, B•T.

Promotion-advertising manager. Michigan vhf. Major market and network affiliations. Good salary to right man. Some art work ability helpful. Send complete resume with some samples of work. Must send photo or snapshot. Reply to Box 681F, B•T.

Announcer-director—leading vhf in southeast has opening for top-fight on-camera announcer capable of doing standout news as well as general staff work and directing. WSAV-TV, Savannah, Georgia.

TELEVISION

Situations Wanted—(Cont'd)

Managerial

General manager-sales manager. Excellent background administration, sales, programming, production, promotion. Experience large and small markets. Good agency and network contacts. Prefer midwest or southwest. Family man, strong community interests. Box 703F, B•T.

Salesmen

Top tv salesman desires station in eastern market. Now key man in small market. Manages local sales staff, regional, national sales. Writes, sells, produces own commercials and shows. Responsible family man. Box 539F, B•T.

Announcers

Announcer: 2½ years, college graduate, veteran. Presently free lance in 2 billion dollar market. Desire permanent staff position. Box 698F, B•T.

Technical

Television graduate, and student technician looking for permanent position in station. Box 680F, B•T.

Studio supervisor, first phone, strong installation, maintenance, operation. Family man. Box 705F, B•T.

Engineer, 18 months with large midwest vhf. 1st phone. Seeks permanent position. Box 718F, B•T.

Programming-Production, Others

Experienced producer-director-technical director, medium market, offers right combination to make your program department click. Write Box 694F, B•T.

Opportunity wanted to enter tv field by young woman thoroughly experienced all phases of radio. Especially proficient at creative writing, continuity to drama, publicity, programming. Desire position with radio station having tv affiliate or advertising agency using both media. Salary secondary. Box 720F, B•T.

HOME OFFICE
PORTLAND, OREGON

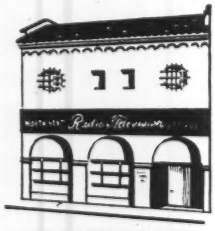
OTHER SCHOOLS

ANYONE

who would like to receive our national publication, TELEVIEWS, please let us know and we will be happy to send it to you at no cost or obligation.

OVER 16,000 SQ. FEET

DEVOTED TO THE **PROPER** TRAINING OF TV PERSONNEL. FOUR SCHOOLS—NATION-WIDE—EQUIPPED WITH 6 COMPLETE CONTROL ROOMS, FIVE COMPLETE IMAGE ORTHICON CAMERA CHAINS. IN THESE MODERN FACILITIES, STUDENTS RECEIVE PRACTICAL TRAINING, PARTICIPATING IN CLOSED CIRCUIT PRODUCTIONS UNDER THE GUIDANCE OF PROFESSIONALS WHO ARE PRESENTLY WORKING IN THE INDUSTRY.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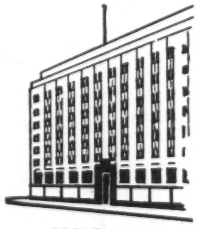
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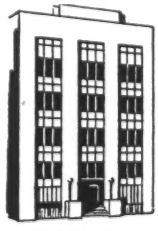
WASHINGTON, D. C.

IT'S NO WONDER MORE AND MORE BROADCASTERS ARE CALLING NORTHWEST **FIRST** FOR QUALIFIED TV PERSONNEL. FOR PROMPT, PERSONAL ATTENTION, WHY DON'T **YOU** WRITE, WIRE OR PHONE **COLLECT**—JOHN BIRREL, EMPLOYMENT COUNSELOR?

NORTHWEST RADIO & TELEVISION

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822
CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Stations

One-third interest, rural east coast station. Completed fourth profitable year. Ideal for owner-operator in program or allied fields. Moving for health. Qualified purchasers only. Box 740F, B•T.

Single station market, Mississippi, total price under $30,000. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Florida stations. See our display ad in this section, this issue. Paul H. Chapman Co., 85 Peachtree, Atlanta.

Single-station market. Population near 10,000. Active western area. If you desire a western (not Pacific Coast) location, please state your finances first letter. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

In negotiating the sale of your radio or tv station, the Norman Company works quietly and confidentially. All details handled personally by Hugh R. Norman or George Norman. Write for listings. Box 534, Davenport, Iowa.

We offer good radio and tv buys throughout the United States. Ask for our free bulletin. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Eastern buyers should contact me for good sound buys in radio and tv stations. John Hanly, 1739 Connecticut, N. W., Washington, D. C.

Equipment

Western Electric 5000 watt am transmitter. Good condition. Box 628F, B•T.

Patch cords. Daven V.U. meter. Tools, Relays. Equalizer. Gain set. Write for complete list. Box 732F, B•T.

For sale: GE BT-1-B-1 250 watt fm transmitter. GE modulation-frequency monitor. GE BY-4-A-4-Bay antenna side mounted. 400 ft. 7/8" co-ax cable. All in good condition and now in operation on 106.3. Sell to high bidder as a package. L. M. Neale, WALD, Walterboro, S. C.

1—200' Wincharger guyed tower, heavy duty for television. 1—GE camera chain—new—never used—complete 520' Teflon 3 1/8" coax cable and accessories. WDOD Broadcasting Corporation, Chattanooga, Tennessee.

900 feet Andrew type 452 steatite line, 3 1/8 inch, 51.5 ohm with dual spring hangers. Make us an offer. WHEN-TV, Syracuse, N. Y.

Booth Leasing Corporation—A national leasing service—which includes everything from store and office fixtures to executive aircraft—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, and places it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under leases drawn as recommended by BLC are tax deductible expense items. For full information for your attorney, tax counsel and yourself write, wire or phone Gene O'Fallon & Sons, Inc., Channel 2, TV Building, 550 Lincoln Street, Denver, Colorado, KEystone 4-8281.

Factory rep. offers demonstrator studio control console complete with power supply. Meet am-fm broadcast specs. Used at few shows. Perfect condition, carries manufacturer's new equipment warranty. $595.00. Electronic Reps. Inc., 5805 Johnson Avenue, Bethesda 14, Md.

Call letter items: Jewelry, car plates, mike plates, lapel pins, celluloid buttons, ash trays, bumper strips, satin banners, ties, etc. All books on broadcasting and telecasting! Lists free. Box 341, Decatur, Alabama.

WANTED TO BUY

Stations

Station wanted, preferably midwest, consider anywhere. General manager desires station ownership. No brokers please. Box 693F, B•T.

I currently have over 500 active buyers interested in buying stations in the south. Can we help you? Paul H. Chapman, 84 Peachtree, Atlanta, Georgia.

Equipment

Transcription libraries purchased, any service, old or current. Box 495F, B•T.

Complete equipment for one to three kilowatt fm station. Must be in good condition. State best price and list all equipment. Box 692F, B•T.

Good 7C24 tubes new or used. Give prices. KRSN, Los Alamos, N. M.

1/4kw, 1kw or 3kw fm transmitting equipment. Please send all details to Adams, Box 729, Glendale, California.

Wanted: Fm transmitter 100-250 watts for operation on 94.6 megacycles to act as standby for main transmitter. Local power supply is 40 c/s. 25 c/s power supply transmitter would be suitable but would consider 60 c/s equipment for operation through rotary converter. Jamaica Broadcasting Co., Ltd., 32 Lyndhurst Road, Cross Roads P. O., Jamaica, B. W. I.

Wanted: Non-commercial fm station equipment, fm transmitter and antenna system, for students sponsored by a non-profit organization that would receive the equipment as a tax deductible gift, but would purchase if price is right. Bill Cooper, Jewish Community Center, 101 North 20th, Omaha, Nebraska.

All types studio and transmitting equipment (am or fm). Barry Trading Company, Lebanon, Tennessee.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-T, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

FCC first class phone. After ten years successfully training men for their first class radiotelephone operators license, this same course is now available to you at home. Write the Don Martin School, Ext. Div., 1653 North Cherokee, Hollywood 28, California.

FCC first class phone license preparation; beginners, radio technicians, announcers. Evenings. Monty Koffer, 743 Hendrix Street, Brooklyn 7, N. Y. CL 7-1366.

RADIO

Help Wanted

Managerial

BIG OPPORTUNITY

Our sales manager is being promoted, so . . . if you have 5 years' experience as a successful radio salesman . . . are under 35 . . . and ambitious enough to want to manage a sales dept. in Ohio's hottest market . . . this is it. A percentage of the gross arrangement. Chance for future advancement. Enclose all particulars and photo in first letter. . . .

WRITE TODAY!

Box 710F, B•T

Situations Wanted

Managerial

I'M TIRED OF THOSE FAR-AWAY PLACES! I'm coming home. I am an ambitious, mature manager with twenty years radio experience specializing in production, news writing and reading, and special events. Know music. For past eight years have been program supervisor for armed forces station overseas continually training announcers, writers and production people. Extremely loyal, sober, family man. Top references. Available in July.

Box 728F, B•T

WANTED

A RADIO OR TELEVISION STATION THAT IS LOSING MONEY!

$ Let a 20 year broadcast executive show you the way to make it pay. $

Write for proof today.

BOX 739F, B•T

time salesman

50,000 Watts New York City Radio Station looking for outstanding time salesman. Possibility of sales management. Will guarantee $10,000 yearly against 10% commission. Top salesman will make $20,000 second year. Requirements: Minimum two years radio sales experience. Prefer local sales knowledge major market. Will also consider insurance or intangible background if record is outstanding. Send picture, resume and sales record to

Box 607F, B • T

FLORIDA

Small station in the "Lake Country" of central Florida. Priced at $45,000 with down payment of $15,000.

Station in industrious, single station market. $67,000 with terms to responsible purchaser.

Daytimer in secondary market served by scheduled airliners. $50,000, down payment $15,000.

Competitive market, rapidly becoming "metropolitan." Consistent earnings record. $150,000, 29% down.

TO BUY OR SELL A STATION IN THE SOUTH, CONTACT

PAUL H. CHAPMAN COMPANY

84 PEACHTREE STREET, ATLANTA, GEORGIA

TELEVISION

Situations Wanted

Production-Programming, Others

MOST OUTSTANDING TV ART DIRECTOR

Long experience with leading TV chains, desires relocation. College graduate, aggressive, top leadership, top organization know how. Advertising specialist (including presentations and newspaper promotion). Color knowledge. Brush and ink lettering art expert. Layout, Title Cards, Scenery design and production ideas. Top fine and scenic artist. Outstanding large display, air brush and "Cut all" operator with top material knowledge (Props, etc.).

Most outstanding "One Man Art Department" operator. Hard working, conscientious, family man. Extremely fast worker. With top references. Interested ONLY with progessive station. For permanent position. Box 634F, B•T.

TV PROGRAM DIRECTOR AVAILABLE

Due to staff rearrangement, our TV Program Director is available immediately. Station is anxious to help place this man as he will be a valuable asset to an operating tv station or a group planning to go on the air. Also has strong radio background. Any TV or radio station interested please contact

Box 673F, B•T

—NEWS • SPECIAL EVENTS—

Top producer, writer, performer in large eastern AM-TV operation will take post with news-production challenge. TV and/or radio.

Eight years experience and TOP RESULTS documented in success-story brochure sent on request.

Family—college—ability. Write or wire now.

Box 735F, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1500 Successful Students

(Continues from page 94)

ford as beneficiary. Mrs. Crawford is widow of **Bud Crawford**, former station owner. Resubmitted March 6.

WTKO Ithaca, N. Y.—Seeks assignment of cp to **Radio Ithaca Inc.** Corporate change only; no change in control. Filed March 5.

WXEL (TV) Cleveland, Ohio-KPTV (TV) Portland, Ore.—Seek assignment of cps to **Storer Bcstg. Co.** Corporate change only; no change in control. Filed March 5.

KCTX Childress, Tex.—Seeks transfer of control (50%) to **George E. Morey** for $11,400. Mr. Morey is employe of **KDWT Stamford, Tex.** Filed March 6.

KEPO El Paso, Tex.—Seeks assignment of license to KEPO Bcstg. Co. for $90,000. Principals include Pres. **John W. Stayton** (51%), attorney, and Secy.-Treas. **Frank W. Stewart** (48%), former 25% owner of **KTXN Austin, Tex.** Filed March 6.

PETITION

KAYE Puyallup, Wash.—Petitions FCC to reinstate application for assignment of license to Radio K Inc. which was dismissed Nov. 30, 1955, at request of applicant. Filed March 6.

Hearing Cases . . .

INITIAL DECISIONS

Redding, Calif.—Hearing Examiner J. D. Bond issued initial decision looking toward grant of application of Shasta Telecasters for new tv to operate on ch. 7 in Redding. Action March 2.

Elmira, N. Y.—Hearing Examiner J. D. Bond issued initial decision looking toward grant of application of Central New York Bcstg. Corp. for new tv to operate on ch. 18 in Elmira. Will operate initially as satellite of Central New York's **WSYR-TV Syracuse, N. Y.**, ch. 3. Action March 2.

WDBM Statesville, N. C.—Hearing Examiner H. Gifford Irion issued initial decision looking toward confirming March 23, 1955, grant of application of Iredell Bcstg. Co. for new am (WDBM) to operate on 550 kc, 500 w D in Statesville, and denying protest of WSIC-AM-FM Statesville. Action March 7.

Caguas, P. R.—Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of application of American Colonial Bcstg. Corp. for new tv to operate on ch. 11 in Caguas, P. R. Action March 7.

OTHER ACTIONS

Deintermixture—FCC denied various petitions for reconsideration of its action of Nov. 10 in denying 35 petitions for deintermixture in light of general tv rule-making proceedings. Petitions for reconsideration denied were those of Winnebago Television Corp., respecting Madison, Wis.; **WGTH-TV, WKNB-TV, WHYN-TV, WWLP (TV)**, respecting Hartford, Conn.; **WAIM-TV, WGEL (TV), WTSK-TV Spartanburg, S. C.; WITV (TV) Miami, Fla.; WPFA-TV, KTAG-TV New Orleans-Beaumont-Port Arthur-Pensacola-Lake Charles**, and **WOBS-TV Jacksonville - Orlando - Savannah.** Announced March 1.

KOTN Pine Bluff, Ark.—FCC announced memorandum opinion and order which (1) severed from consolidated proceeding application of **KOTN Pine Bluff** operating on 1490 kc, to move from Pine Bluff to Brinkley Ark.; (2) removed **WCLD Cleveland, Miss.**, as party to proceeding in respect of KOTN application; (3) denied petition of **WDAK Columbus Ga.**, for enlargement of issues and (4) granted petition of B. J. Parrish, Pine Bluff, Ark., for mod. of issue relating to 10% rule; stipulated that grant to Parrish can only be made subject to his divestment of all interest in KOTN. Proceeding involves applications for 540 kc by Parrish in Pine Bluff, Ark. Southern Empire Bcstg. Co. also Pine Bluff, Southeastern Bcstg. System, Macon, Ga., **KNOE Monroe, La.**, and WDAK. Announced March 1.

Hartford, Conn.—FCC denied petition by Hartford Telecasting Co. for extension of time allocated for oral argument in proceeding involving its application and that of Travelers Bcstg. Service Corp. for new tv to operate on ch. 3 in Hartford. Action March 7.

Coos Bay, Ore.—By memorandum opinion and order, FCC granted protest by **KOOS Coos Bay, KFIR North Bend, Ore.**, and **KWRO Coquille, Ore.**, to extent of designating for hearing April 25 application of Harold C. Singleton, d/b as Coos County Broadcasters, for new am (1420 kc, 1 kw D) in Coos Bay. Made protestants parties to proceeding bearing burden of proceeding with introduction of evidence and burden of proof and denied protest in all other respects. Action March 2.

WHC (TV) Pittsburgh, Pa.—Designated for hearing application for mod. of cp to increase ERP and ant. height, make equipment changes, change studio location and make other changes, in consolidated proceeding with applications of WWSW Inc. and Pittsburgh Radio Supply House Inc. for new tv to operate on ch. 11 in Pittsburgh and ordered that record be reopened to receive testimony on certain additional issues; made **WENS (TV) Pittsburgh**, party to proceeding. Action March 7.

KGUL-TV Galveston, Tex.—FCC denied in its entirety petition and supplement filed by **KTRK-TV Houston, Tex.**, for interim stay and further relief directed to Commission decision announced Feb. 2 which, after hearing on protest, affirmed Sept. 1, 1955, grant to **KGUL-TV Galveston**, to move trans. site closer to Houston. Action March 2.

Routine Roundup . . .

March 1 Decisions

ACTIONS ON MOTIONS

By Comr. Richard A. Mack

WHDH Inc., Boson, Mass.—Granted petition for extension of time to March 15 to file exceptions to initial decision in ch. 5 proceeding, Boston. Action Feb. 28.

WBIR Inc., Knoxville, Tenn.—Granted petition for extension of time to March 2 to file reply to petition for rehearing filed by Scripps-Howard Radio Inc., in ch. 10 proceeding, Knoxville. Action Feb. 28.

Munising-Alger Bcstg. Co., Munising, Mich.—Granted petition for extension of time to March 29 to file reply to motion to enlarge issues filed by North Central Bcstg. Co. in am proceeding. Action Feb. 28.

Valley Bcstg. Co., Murphy, N. C.—Granted petition for extension of time to March 9 to file reply to exceptions to initial decision filed by Cherokee Bcstg. Co. in am proceeding. Action Feb. 28.

By Hearing Examiner Hugh B. Hutchison

Lorain, Ohio—Ordered prehearing conference is scheduled to be held at 9 a.m., March 2, at which oral argument will be held on petition for leave to amend application of Sanford A. Schafitz, Lorain, and joint opposition thereto filed by **WSPD Toledo, Ohio**, and **WTTH Port Huron, Mich.**, respondents. Action Feb. 29.

By Hearing Examiner Thomas H. Donahue

WTVH (TV) Peoria, Ill.—Granted motion for continuance of hearing from March 30 to May 31, re its application for mod. of cp. Action Feb. 28.

By Hearing Examiner Annie Neal Huntting

WIBU Poynette, Wis.—Granted petition for extension of time to March 23 to file proposed findings re am application on **WSDR Sterling, Ill.** Action Feb. 29.

WKPA New Kensington, Pa.—Granted motion to strike reply filed by Storer Bcstg. Co. to proposed findings of fact and conclusions of Broadcast Bureau and of WKPA. Action Feb. 29.

By Hearing Examiner Herbert Sharfman

Broadcast Bureau—Granted petition for extension of time from Feb. 27 to March 5 to file proposed findings of fact and conclusions re applications for assignment of license of **KBOX Modesta, Calif.** Action Feb. 28.

By Hearing Examiner Basil P. Cooper

WSUH Oxford, Miss.—Ordered that several dates specified in paragraph 3 of hearing examiner's order for conduct of hearing dated January 25, re am applications of **WSUH Oxford, Miss.**, et al., be extended for approx. three weeks and date for exchange of exhibits and written testimony is now specified as March 12, and date for start of formal hearing is now specified as March 22. Action Feb. 28.

March 1 Applications

Accepted for Filing

Granted SCA

WAAT-FM Newark, N. J.; KCFM (FM) St. Louis, Mo.

March 5 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner James D. Cunningham

Southern Empire Bcstg. Co., Pine Bluff, Ark.—Denied motion for continuance of "pre-trial and hearing matters" re its am application. Action Feb. 29.

By Hearing Examiner Elizabeth C. Smith

Rochester, N. Y.—Ordered prehearing conference March 6, in ch. 10 proceeding, involving applications of WHEC Inc. and Veterans Bcstg. Co., Rochester. Action Feb. 29.

By Hearing Examiner Herbert Sharfman

Grand Prairie, Tex.—Ordered that oral argument on petition for leave to amend, filed by Bernice Schwartz and R. M. Hetherington, d/b as Grand Prairie Bcstg. Co., Grand Prairie, is scheduled for March 2. Action Feb. 29.

By Hearing Examiner J. D. Bond

Broadcast Bureau—Granted motion for extension of time from March 2 to March 12 to file proposed findings and conclusions re applications for consent to transfer of control of News Pub. Co., (WLAQ) Rome, Ga., and for renewal of li-

cense. Action Feb. 29.

By Hearing Examiner H. Gifford Irion

Hazard Bcstg. Corp., Hazard, Ky.—Dismissed as moot motion for leave to amend its am application (application was dismissed with prejudice Feb. 24). Action Feb. 29.

Buffalo, N. Y.—Granted petitions, with certain exceptions, for corrections in various respects to transcript in ch. 7 proceeding, Buffalo, filed by Great Lakes Television Inc., Greater Erie Bcstg. Co., and WKBW-TV Inc., applicants. Action Feb. 29.

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of March 2

WSMB New Orleans, La.—Granted transfer of negative control of licensee corporation from City Stores Company to Bankers Securities Corp.

KTBC-AM-TV Austin, Tex.—Granted mod. of licenses and cps to change name to LBJ Co.

KJCF Festus, Mo.—Granted permission to sign off at 6 p.m. local time for months of March through Sept.

Following were granted extensions of completion dates as shown: **WTAP (TV) Parkersburg, W. Va.**, to 10-1-56; **WLEX-TV Lexington, Ky.**, to 9-25-56; **WFIE (TV) Evansville, Ind.**, to 10-1-56.

Actions of March 1

KSLR Oceanside, Calif.—Granted mod. of cp to change ant.-trans. and studio location.

KWBW Hutchinson, Kan.—Granted mod. of license to change name of licensee to Bess Wyse Rickard and George H. Marsh, a partnership d/b as Nation's Center Bcstg. Co.

Following were granted extensions of completion dates as shown: **WGEM-TV Quincy, Ill.**, to 9-24-56; **WGN-TV Chicago, Ill.**, to 9-27-56.

Actions of Feb. 29

WAAB Worcester, Mass.—Granted license covering cp to replace expired cp which authorized changes in ant. pattern for D operation.

WESK Escanaba, Mich.—Granted permission to remain silent for period of 90 days beginning March 1, to permit financial reorganization.

WPKO Waverly, Ohio—Granted permission to sign-off at 6 p.m. during March through Sept.

WRRR Rockford, Ill.—Granted permission to sign off at 6 p.m. local time April 1 through Sept. 29 or in event DST is extended beyond Sept. 29 then through such extended period, but not beyond Oct. 31.

WGBR Goldsboro, N. C.—Granted license covering increase in D power and change in DA-D ant. pattern.

Following were granted authority to operate trans. by remote control: **WJBW New Orleans, La.; WBOW Terre Haute, Ind.; KROY Sacramento, Calif.; KRMD-FM Shreveport, La.**

Following were granted extensions of completion dates as shown: **WREX-TV Rockford, Ill.**, to 9-15-56; **WATV (TV) Newark, N. J.**, to 8-16-56; **KLFY-TV Lafayette, La.**, to 9-24-56; **KAUS Austin, Minn.**, to 7-1-56, conditions; **KURA Moab, Utah**, to 4-22-56; **WETU Wetumpka, Ala.**, to 5-6-56.

Actions of Feb. 28

KWIQ Moses Lake, Wash.—Granted authority to operate trans. by remote control from W. 115 Third Ave., Moses Lake.

Following were granted extensions of completion dates as shown: **WTVO (TV) Rockford, Ill.**, to 5-24-56; **KTVF (TV) Fairbanks, Alaska**, to 9-1-56.

Actions of Feb. 27

WTRW Two Rivers, Wis.—Granted permission to sign off at 5:30 p.m., daily, beginning March 1, and continuing through Sept. 30.

WLYN Lynn, Mass.—Granted permission to sign-off at 6:30 p.m., local time, from April 30 through Sept. 29.

WGSA Ephrata, Pa.—Granted license for am station.

WDNE Elkins, W. Va.—Granted mod. of license to change name to Marja Bcstg. Corp.

KLBM La Grande, Ore.—Granted cp to change ant.-trans. location and install new ant. (increase height) and ground system.

WNVA Norton, Va.—Granted mod. of cp to change ant.-trans. location.

WNIA Cheektowaga, N. Y.—Granted extension of completion date to 4-20-56.

March 5 Applications

Accepted for Filing

License to Cover Cp

KBYR Anchorage, Alaska—Seeks license to cover cp which authorized change in frequency, increased power and ant. system changes.

KWIP Merced, Calif.—Seeks license to cover cp which authorized new am station.

WNBZ Saranac Lake, N. Y.—Seeks license to cover cp which authorized change in frequency.

WQED (TV) Pittsburgh, Pa.—Seeks license to cover cp which authorized new non-commercial educational tv station (contingent on filing of and grant of formal application for mod. of cp to change ant. system).

WRBL-TV Columbus, Ga.—Seeks license to cover cp which authorized new tv station.

Remote Control

KWIQ Moses Lake, Wash.

Modification of Cp

WKVM San Juan, Puerto Rico—Seeks mod. of cp (which authorized change in frequency, increase power, install DA-1, change trans. and studio locations, make equipment, DA pattern and ant. system changes) for extension of completion date.

WBLK Clarksburg, W. Va.—Seeks mod. of cp (as mod. which authorized mounting tv ant. on top of am tower) for extension of completion date.

WGN-TV Chicago, Ill.—Seeks mod. of cp (which authorized changes in facilities of existing tv station) to extend completion date to Sept.

WGEM-TV Quincy, Ill.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 24.

WFIE (TV) Evansville, Ind.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 1.

WLEX-TV Lexington, Ky.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Sept. 25.

WTAP (TV) Parkersburg, W. Va.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to Oct. 1.

Modification of Cp Returned

KHCD Clifton, Ariz.—Application for mod. of cp (as mod. and reinstated which authorized new am station) for extension of completion date returned as unnecessary.

March 6 Applications

Accepted for Filing

Remote Control

WPAW Pawtaucket, R. I.; WEMB Erwin, Tenn.; KRMD-FM Shreveport, La.; WHBC-AM-FM Canton, Ohio.

License to Cover Cp

WSUN-TV St. Petersburg, Fla.—Seeks license to cover cp which authorized new tv station.

WFBC-TV Greenville, S. C.—Seeks license to cover cp which authorized new tv station.

KSL-TV Salt Lake City, Utah—Seeks license to cover cp which authorized changes in existing tv station.

Renewal of License

WOSU-FM Columbus, Ohio.

Renewal of License Returned

WNAD Norman, Okla.—Application for renewal of license returned; incorrectly signed and dated.

KRGI Grand Island, Neb.—Application for renewal of license returned (Sec. II incorrectly dated).

Modification of Cp

WNBE-TV New Bern, N. C.—Seeks mod. of cp (which authorized new tv station) to extend completion date to Oct. 9.

WFRM-FM Coudersport, Pa.—Seeks mod. of cp (which authorized new fm station) for extension of completion date.

KVVG (TV) Tulare, Calif.—Seeks mod. of cp (as mod. which authorized new tv station) to extend completion date to Sept. 1.

KQED (TV) Berkeley, Calif.—Seeks mod. of cp (which authorized non-commercial educational tv station) to extend completion date to Sept. 22.

WIPR-TV San Juan, Puerto Rico—Seeks mod. of cp (which authorized new non-commercial tv station) to extend completion date to Dec. 31.

March 7 Decisions

By the Commission

Renewal of License Granted

KATE Albert Lea, Minn.; KATL Miles City, Mont.; KBMW Breckenridge, Minn.; KBMY Billings, Mont.; KBOL Boulder, Colo.; KBOW Butte, Mont.; KCOL Fort Collins, Colo.; KCRT Trinidad, Colo.; KDAL Duluth, Minn.; KDIX Dickinson, N. D.; KDLR Devils Lake, N. D.; KDMA Montevideo, Minn.; KDSJ Deadwood, S. D.; KDUZ Hutchinson, Minn.; KELO-AM-TV Sioux Falls, S. D.; KEYJ Jamestown, N. D.; KFBB Great Falls, Mont.; KFJM Grand Forks, N. D.; KFKA Greeley, Colo.; KFML-FM Denver, Colo.; KFTM Fort Morgan, Colo.; KFXJ Grand Junction, Colo.; KFYR Bismarck, N. D.; KGCX Sidney, Mont.; KGDE Fergus Falls, Minn.; KGEK Sterling, Colo.; KGEZ Kalispell, Mont.; KGHF Pueblo, Colo.; KGHL Billings, Mont.; KGIW Alamosa, Colo.; KGLN Glenwood Springs, Colo.; KGVO Missoula, Mont.; KLZ-AM-TV Denver, Colo.; KPOF Denver, Colo.; KSOO Sioux Falls, S. D.; KSUM Fairmont, Minn.; KTIS-AM-FM Minneapolis, Minn.; KTOE Mankato, Minn.; KTRF Thief River Falls, Minn.; KUOM Minneapolis, Minn.; KUSD Vermillion, S. D.; KVFC Cortez, Colo.; KVOR Colorado Springs, Colo.; KVOX Moorhead, Minn.; KWLM Willmar, Minn.; KWOA Worthington, Minn.; KXLJ Helena, Mont.; KYNT Yankton, S. D.; KYOU Greeley, Colo.; WCAL Northfield, Minn.; WCCO-AM-TV Minneapolis, Minn.; WDAY Fargo, N. D.; WEBC Duluth, Minn.; WELY Ely, Minn.; WHLB Virginia, Minn.; WJON St. Cloud, Minn.; WMFG Hibbing, Minn.; WNAX Yankton, S. D.; WSHB Stillwater, Minn.; KBGF Great Falls, Mont.; KABR Aberdeen, S. D.; KSTP-TV St. Paul, Minn.; KXJB-TV Valley City, N. D.; KXLF-TV Butte, Mont.

UPCOMING

MARCH

March 12: RAB Clinic, Burlington, Vt.
March 13: RAB Clinic, Boston.
March 14: RAB Clinic, Pittsburgh.
March 14-16: Senate Interstate and Foreign Commerce Committee resumes hearings in investigation of tv networks and uhf-vhf problems.
March 14-16: Assn. of National Advertisers Spring Meeting, The Homestead, Hot Springs, Va.
March 15: RAB Clinic, Rochester, N. Y.
March 16: Connecticut Broadcasters Assn., Waverly Inn, Cheshire, Conn.
March 16: Ohio Assn. Radio & Tv Broadcasters, Hotel Statler, Cleveland.
March 16: RAB Clinic, Schenectady, N. Y.
March 16: Indiana Broadcasters Assn., Indianapolis Athletic Club, Indianapolis.
March 16-17: West Virginia Broadcasters Assn., McLure Hotel, Wheeling.
March 19: RAB Clinic, Billings, Mont.
March 19-22: Institute of Radio Engineers National Convention and Radio Engineering Show, Waldorf-Astoria, New York.
March 20: RAB Clinic, Minneapolis.
March 21: RAB Clinic, Milwaukee.
March 21-22: NARTB Tv Code Review Board, Ambassador Hotel, N. Y.
March 22: Kentucky Broadcasters Assn., Brown Hotel, Louisville.
March 22: RAB Clinic, Grand Rapids, Mich.
March 23: RAB Clinic, Detroit.
March 24-25: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.
March 25: RAB Clinic, Tulsa, Okla.
March 26-28: Canadian Assn. of Radio & Tv Broadcasters, Royal York Hotel, Toronto
March 29: Bureau of Broadcast Measurement, Annual Meeting, Royal York Hotel, Toronto, Canada.
March 27: RAB Clinic, Amarillo, Tex.
March 28: RAB Clinic, Albuquerque.
March 29: RAB Clinic, Los Angeles.

APRIL

April 2: RAB Clinic, Fresno, Calif.
April 3: RAB Clinic, San Francisco.
April 4: RAB Clinic, Portland, Ore.
April 5: RAB Clinic, Seattle.
April 6: RAB Clinic, Boise, Idaho.
April 6-7: Alabama Broadcasters Assn., Reich Hotel, Gadsden, Ala.
April 7-8: New Mexico Broadcasters Assn., Hotel La Fonda, Santa Fe.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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Stuck With a Splinter

WITH a heavy majority of Senators already committed to support it, the Johnson bill to amend the laws governing political broadcasting and campaign spending seems set for prompt action. It cannot be passed a moment too soon.

It's too bad it wasn't passed early last week—before Lar Daly, who says he is running for the Republican presidential nomination as an America Firster, put the arm on all networks for equal time to answer President Eisenhower's Feb. 29 appearance. The lunacies of the present political broadcasting law could not have been made more apparent.

In our view Sen. Lyndon Johnson's bill is a good one, in the sense that it is probably the best broadcasters can hope to see enacted before the campaigns of 1956 begin in earnest and the splinter parties begin coming out of the woodwork in force.

The Johnson bill would modify the law to permit broadcasters to forget about giving equal time to unimportant candidates. It would increase the legal limits of campaign expenditures in recognition of contemporary costs of television time. These are desirable objectives.

But there have been behind-the-scenes maneuvers connected with the bill that are somewhat unsettling.

Some of the bill's supporters have unofficially let it be known that their support would intensify if networks volunteered substantial gifts of free time to political candidates. It would be very wrong if networks yielded to such pressure.

To deserve the support of broadcasters, any bill modifying the political broadcasting Sec. 315 of the Communications Act must have as its purpose the freeing of restrictions on radio and television, not the freeing of time for canned oratory by politicians.

Broadcasters must be given more latitude in news coverage of political candidates and campaigns.

This news coverage may take many forms—straight news shows, panel discussions, interview programs like *Meet the Press* and *Face the Nation*. These are programs whose format and content are controlled by the broadcaster—not by the candidate or his party. They are journalism, not political rallies staged by partisan groups.

Under present regulations, radio and television are prevented from living up to the standards of good journalism in presenting politics. No responsible newspaper in the country would give a candidate with so little future as Lar Daly more than a few inches of type. Prospects at the time this was written were that if he proved to be qualified, radio and television would be obliged by an archaic law to give him a valuable block of prime time.

A good way for politicians to defeat their own attempts to obtain more exposure on radio and television is to continue to keep Sec. 315 on the books in its present ungainly form.

Swat The Double-Biller

EVERY BUSINESS has its sharpies, some of them an exceptionally hardy lot. There is one particular breed that feeds off radio and television, however, which strikes us as being pernicious but also, fortunately, susceptible to riddance measures.

We have in mind the retailer who takes the national advertiser's cooperative advertising allowance, buys time at the best rate he can get, tells the advertiser he paid more, and pockets the difference. He steals the national advertiser's money and at the same time deprives stations of dollars rightfully intended for—and wrongfully attributed to—the broadcast media. He is the double-biller, a parasite that siphons both ends at once.

The double-billing problem has been pointed up most recently by W. N. McKinney, general manager of KELD El Dorado, Ark., and a past president of the Arkansas Broadcasters Assn. In a letter to the Assn. of National Advertisers, Mr. McKinney points out that national advertisers are being taken, and radio is being hurt. He concedes that a relatively few broadcasters still have dirty hands in this matter, but points out that "the average case involves the local dealer conspiring with the state distributors." The end result, he makes plain, is that the national advertiser is "spending" more than he ought to for less than he's entitled to get, and radio is being injured in the process.

Mr. McKinney is eminently correct. He also is right in thinking it is a matter of concern to both advertiser and media. To be sure, some advertisers have blinked at the practice, or permitted it as a form of "encouragement." As a whole, however, they know it hurts them. The ANA has been concerned about it for years, and, in the newspaper field, feels it has reduced the problem to a trifle by securing and circulating the local rates of newspapers. Thus advertisers are able to check and see when they are being grossly over-charged by local newspaper users.

Drawn for BROADCASTING • TELECASTING by Duane McKenna

"They're demanding equal time to answer the Prohibitionist candidate."

In the near future, we understand, ANA will renew its efforts to secure similar rate information from stations. We deem it an excellent move so long as there is no attempt to influence stations as to what rate, national or local, they should charge for co-op advertising. ANA officials make clear that all they care about is how much the co-op rate amounts to, regardless of what it is called.

On this basis we must endorse the idea heartily and give our support when ANA sets the plan in motion. Like Mr. McKinney, we feel that sound-thinking stations will cooperate. If it will eliminate or curb the double-billing evil—as it seems to have done in the case of newspapers—submission of co-op rates to ANA would seem a small effort to make in order to rid the business of a parasite who is living all too well off money that was intended for radio and television in the first place.

Bob Lee's Rebel Yell

ANOTHER furor over subscription tv waxes because of the *Look* article by FCC Comr. Robert E. Lee proposing a public trial for toll tv—this while the whole public policy question is before the FCC.

The demand is heard that the Commissioner disqualify himself in this controversial case. There's even the suggestion that he should resign.

We happen to disagree vigorously with Mr. Lee's "toll tv by trial" approach, for reasons heretofore expressed in these columns. There's a fundamental question of far greater significance involved. There are public utility-common carrier connotations, which would mean rate regulation. Then the medium would no longer be free. But, though we disagree with Mr. Lee, we defend his right to express his views, so long as he labels them as his own.

The question of propriety, however, is quite another thing. Certainly there's nothing illegal about writing an article for pay. The federal laws permit this. The FCC is not strictly a part of the judiciary. Congress insists that this, and all other independent agencies, are its creatures. Hence, if congressmen can pop off at will, we assume a member of the FCC can express his individual views, too.

Comr. Lee did depart from custom. We doubt whether his colleagues feel he was prudent. Mr. Lee is not disposed to disqualify himself from consideration of the toll tv issue. But it is our guess that in the end he must do so, because of the heat already generated and because he would be inclined to defer to the wishes of his colleagues.

The notion that he should resign, however, is preposterous.

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